BIRD NEPONSET REVIEW

VOL. 48 1960

Digitized by the Internet Archive
in 2026 with funding from
Boston Public Library

https://archive.org/details/birdneponsetrevi1960bird

BIRD REVIEW
NEWS DIGEST

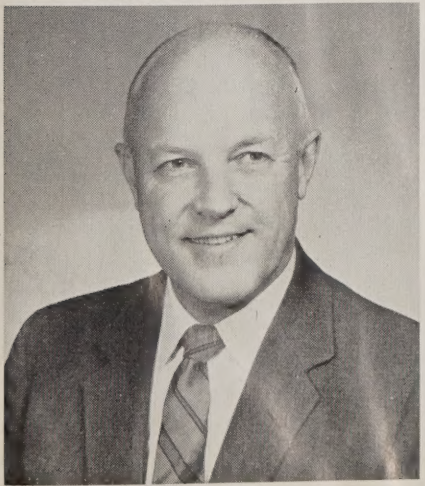
Vol. 48 No. 1 Published for Bird & Son, inc. employees and their families January, 1960

E. L. Chamberlain Retires A. Rogers Weed, Jr. Is New Vice President

There's a new man behind the desk assigned to the vice president of the Building Materials Division. Eli L. Chamberlain retired December 31st after 13 years at the helm, and A. Rogers Weed, Jr. has been elected the new vice president.

Mr. Weed has been acquainted with the programs and the problems of the Building Materials Division for many years. He joined this division of the company shortly after graduation from the Harvard Business School in 1927. His Harvard College class is 1925. The first years were spent in sales training and direct selling. He then served as sales service manager for eight years

(Continued on page 3)


A. Rogers Weed, Jr.

R. A. WILKINS, Executive Vice President.

A. H. ANDERSON, retiring March 31st.

President Anderson Retires March 31 Wilkins Elected Executive Vice President

Axel H. Anderson, president since 1946, will retire at the end of March, in accordance with the provisions of the Bird & Son retirement plan. Ralph A. Wilkins has been elected Executive Vice President and a member of the Executive Committee. Both of these important decisions took place at the Board of Directors' meeting early in January.

Mr. Wilkins had been vice president of the Paper Products Division since 1946. He joined the company in 1923 as assistant superintendent of the Paper Mill. Seven years later he became Paper Mill superintendent and in 1935 was appointed general superintendent of the Paper, Box and Carton divisions. In January, 1946, he was named manufacturing manager for all of Bird & Son, upon the resignation of Charles W. Conrad. When the company was reorganized in August of that same year with Mr. Anderson as president, vice presidents of each major division were elected. For the Paper Products Division, Mr. Wilkins was chosen. The following March he was elected to the Board of Directors.

Directorships he now holds include Bird & Son, inc., the George W. Dinsmoor Company, a wholly-owned subsidiary of which he is president, and W. J. Hill, Inc.

(Continued on page 2)

A. H. Anderson retires; R. A. Wilkins Elected Executive Vice President

(Continued)

Mr. Wilkins' interest in paper began early in life. He worked in a Maine paper mill during his undergraduate days, graduated from the University of Maine in 1919, was for a time research chemist and then foreman at the Eastern Manufacturing Company paper mill in Bangor. In 1920 he spent three months in Germany, France and Belgium, studying the most modern developments in the paper industries of those countries. He taught paper making at the University in 1922 and 1923, before joining Bird & Son in September, 1923.

He is at present treasurer of the University of Maine Pulp and paper Foundation, a member of the executive committee of the Fibre Conservation Corporation and a director of both the Fibre Box Association and the Eastern Conservation Committee of the Waste Paper Consuming Industries.

The Wilkins family has lived in East Walpole many years. His daughter, Janice, who is a lawyer, is serving her seventh term on the Walpole Board of Selectmen and is Clerk of the Board.

Mr. Anderson Has 42 Years of Service

Prior to becoming president in 1946, Mr. Anderson had been secretary-treasurer for 16 years and before that comptroller for one year and auditor for 10, making total company service of 42 years.

Mr. Anderson reached the presidency through outstanding contributions to the financial growth of the company. When he joined Bird & Son in 1918, the company's annual sales were about $9,000,000 and it employed 1,350 people. As it grew steadily toward its present $58 million in sales and 3,000 employees, old-fashioned accounting methods were no longer adequate.

Soon after becoming a member of the Bird & Son accounting department, he was named auditor and proceeded to set up a cost accounting system that would accurately reflect the monthly financial condition of the company. The essentials of this system are still being used effectively today. Mr. Anderson approached these early problems well-grounded in modern accounting methods. Following graduation from high school, he studied accounting at the Morse Business School, Hartford, Conn. For a time he worked for Pope Manufacturing Company in Westfield, Mass. and later for Cheney Brothers, Manchester, Conn. At Cheney he first became acquainted with the latest scientific management thinking, for he worked there under H. L. Gantt, a disciple of the famous father of scientific management, Frederick W. Taylor. While at Pope he became acquainted with George T. Morrow, controller, who later became manager of Price-Waterhouse & Co. It was through Mr. Morrow that the young Anderson learned of the Bird & Son opening.

Secretary-Treasurer in 1940

Having proved himself extremely capable in financial matters, Axel Anderson was elected secretary-treasurer and a director of Bird & Son in 1940, at the age of 36. He successfully managed the company's finances through the difficult depression years and the equally difficult years of World War II.

When Benjamin H. Roberts retired from the presidency in 1946, Mr. Anderson was elected the fourth president. He reorganized the now rapidly-growing company, establishing a vice president in charge of each of the three major divisions, — paper, floor covering and building materials. Under his direction research and engineering facilities were enlarged and a forward-looking program of national advertising was adopted.

New products introduced during his regime included the Bird Architect and Wind Seal shingles, Bird Vinyl Floor Covering, Bird Tie Pads, Termibar and a number of Horticultural Division products.

NF
THE NATIONAL FOUNDATION
JOIN THE NEW MARCH OF DIMES
BIRTH DEFECTS · ARTHRITIS · POLIO

Plant Growth

In the past 13 years all the company's plants have undergone complete modernization. A new $2½ million roofing plant was built in Charleston, S. C. Plants for setting up shoe cartons were established at Lewiston, Me. and Manchester, N. H., a sheet plant for fibre shipping cases was established at New Britain, Conn., the George W. Dinsmoor Co. of Lawrence was purchased and a new felt mill was built at Shreveport. In 1958 the main offices of the company were moved to a new and modern building across the river from the paper mill. In 1959 a $3 million construction project at the Norwood, Mass. Floor Covering Plant was completed for the manufacture of 12-foot wide rotary printed vinyl floor coverings. He has also been instrumental in the establishment of the Bird-Johnson Company and the Bird Engineering Company, through his association with the Bird Machine Company.

Many Directorships

Mr. Anderson holds directorships in many companies. He is Chairman of the Board of Bird Machine Company, Chairman of the Board of Berry Refining Company, director of Bird & Son, inc. and Chairman of its Executive Committee, director of Bird-Johnson Company, Bird Engineering, Inc. and George W. Dinsmoor Company. He is also a director of the Merchants National Bank of Boston, the Arrow Mutual Liability Insurance Company, the Associated Industries of Massachusetts, Knox, Inc., Giltron, Inc. and Applied Engineering, Inc.

He is president and a director of the Peabody School for Girls in Norwood and a member of their Investment Committee. He is a member of the Advisory Board of the Salvation Army of New England.

He served actively on the Board of Trustees of the Norwood Hospital from 1919 to 1953, then was elected Honorary Trustee. For 16 years he was vice president of this Board and for six years its president.

He has been in the past a selectman for the town of Walpole, a member of the Finance Committee and Trust Fund commissioner. At one time he was the Mass. State Payroll Savings Campaign

269-16

Long $ervice List

Name	Date	Dept.	Years
FEBRUARY			
Steve Druzas	2-16-20	Floor Covering	40
Howard White	2-13-25	No. 1 Box Shop	35
Howard Hewins	2-14-25	Floor Covering	35
John T. Coughlin	2-1-35	Floor Covering	25
Joseph J. Smelstor, Jr.	2-1-35	No. 2 Box Shop	25
Lawrence V. White	2-1-35	Floor Covering	25
Louis A. Silvestri	2-5-35	Roofing	25
Warren H. Anderson	2-6-35	Asst. Secretary and Treasurer	25
Carl T. Swanson	2-7-35	No. 1 Box Shop	25
Louisa H. Graham	2-11-35	Office	25
George M. Wise	2-12-35	No. 1 Box Shop	25
Earle J. Higgins	2-18-35	Floor Covering	25
George F. R. Kinsman	2-23-35	Floor Covering	25
Henry C. Holmegard	2-25-35	Roofing	25
Napoleon P. LaCasse	2-25-35	Floor Covering	25
Martin A. Hogan	2-27-35	No. 1 Box Shop	25
Clyde M. Adams	2-21-40	Floor Covering	20
Robert C. Roby	2-8-50	Paper Mill	10
John R. Bennett	2-8-50	No. 1 Box Shop	10
Edward J. Shaughnessy	2-13-50	Finishing Mill	10
Arvel L. Disher, Jr.	2-20-50	Floor Cov. Sales	10
Nora Kane	2-28-55	Office	5
Robert M. White	2-28-55	Office	5
LEWISTON			
William P. Cody	2-2-55		5
Gerald A. Hinkley	2-2-55		5
MANCHESTER			
Hazel Rybszyk	2-23-55		5
NEW BRITAIN			
Leopold Kwiatkowski	2-2-55		5
Albert J. Larkum	2-28-55		5
PHILLIPSDALE			
Clarence H. Pierson	2-13-20		40
CHICAGO			
Levy Hosch	2-12-25		35
SHREVEPORT			
Clifford S. Pregge	2-1-50	Salesman	10
Huey Humphrey	2-13-50		10
Charles S. Hodges	2-23-50		10
Wilbur Harrison	2-28-50		10
Carl C. Futrell	2-21-55	Salesman	5
CHARLESTON			
Ernest Zinkowski	2-7-35	Asst. Supt.	25
William B. Harris	2-18-35	Salesman	25
Alexander K. Powers	2-20-50	Salesman	10
Woodrow W. Barnhill	2-8-55		5
Fred G. Caldwell	2-8-55	Salesman	5
George J. Davis, Jr.	2-14-55		5
Lanzon S. Ussery	2-16-55		5
BERRY REFINING COMPANY			
John W. Brown	2-1-40		20
Matthew Watson	2-16-50		10
Gertrude Campbell	2-7-55	Office	5
Lonnie McFadden	2-21-55		5
W. J. HILL, INC. (Listing for year 1960)			
Dominic Long	7-15-25		35
James Sanphy	8-7-50		10
James Devine	8-1-55		5
GEORGE W. DINSMOOR COMPANY (Listing for year 1960)			
Lester E. Fearon	11- -25		35
David R. Webb	9- -35		25
Andrew E. Allston	9- -40		20
Joseph C. Devoe	5-5-50		10
Ferris L. Holmes	8-5-50		10
Philip L. Beaulieu	9-6-50	Salesman	10
Robert J. Bryson	9-6-50		10
Joseph F. Maxwell	9-6-50		10

Chairman for the U. S. Savings Bonds program.

He and his family have lived in East Walpole for many years. His son, Gilbert, is vice president and treasurer of Knox, Inc. and Giltron, Inc. of East Walpole. His daughter is Mrs. Joseph (Betty Anne) Wissman of East Walpole.

Weed — Chamberlain . . .

(Continued from page 1)

and Northern Division manager for 13. In January, 1951 he was named assistant to the vice president. Five years later he became eastern manager, the post he held until named executive assistant to the vice president of the Building Materials Division in June of last year.

Vice President for 13 Years

As Mr. Chamberlain retires he can look back over 43 years of progress in asphalt roofings and other building products made by Bird & Son. Starting in 1916 in the company's manufacturing office, he was appointed assistant superintendent of the Norwood Roofing Plant in 1919, after his return from service in World War I. He became plant superintendent in 1920, serving for 15 years until named sales manager of the Roofing Division in 1935. His election as vice president of the Building Materials Division took place in 1946.

E. L. Chamberlain

Name any new roofing product developed in the last 40 years, or any major roofing plant construction, and you will find that Eli Chamberlain contributed substantially toward its successful development or completion. Thick Butt Shingles, Insulating Siding, the Architect and Wind Seal Shingles — these are a few of the products. Plant improvements include the modernization of both the Chicago and Norwood mills, the purchase (in 1937) and successful operation of the plant at Shreveport and the construction of the very modern plant at Charleston, S.C. just five years ago.

Mr. Chamberlain has always been active in organizations connected with the building industry. He is a member of the Asphalt Roofing Industry Bureau, and was its treasurer and a member of the executive committee for many years; a member of the Insulating Siding Association and the Insulating Core Board Association (and on its Executive Committee).

On his retirement Mr. Chamberlain was honored at several parties, including one at the Lafayette House late in December and special recognition at each of the regional sales meetings held at Chicago, Shreveport, Chicago, and East Walpole.

Fifty Years of Service

AS PAUL SANSONE retired he was called before the Administrative Committee and presented with a check for $500 in recognition of 50 years of service with the company. He is receiving the check here from President Anderson.

OUR RED RIVALS

© by Harold Mansfield

(continuing the account of Mr. Mansfield's visit to Russia in September 1958)

VI

Up to now, America has been the shining model before the world's eyes. Russia wants to be that model, so people and nations will be attracted to communism. It is easy to see why Russia has set as her main goal to beat America in the economic competition.

The strange contradiction is that it is the nation whose very traditions and manners Russia seeks to warn her people against, which has become the model she seeks to emulate. You think about that. Suddenly it doesn't seem so strange. You remember your puzzling encounter with the two different meanings of "competition" in Russian. The accepted word for it means emulation. It's true, you reflect, in most any competition the contender begins to emulate the successful techniques of the champion. How else can he match him? You know it has been happening for years in design and invention. There is a joke in Russia, that the country's most successful inventor is Comrade Reguspatoff (Reg. U. S. Pat. Off.).

There is other evidence of emulation. The children, better dressed than their parents, the hope of the land, choose English language study four to one over other foreign languages. You ask some of them why.

"Because it will be the most useful to me," one boy tells you. Says another: "Because America is best in technology."

In one of the schools you visit a beginner class in English, composed of fourteen-year-old girls and boys. You mention you have a daughter about their age. Two girls in pigtails step up shyly and brightly curtsy. Carefully one of them articulates: "We wish to correspondence."

Want American Products

The Russian people like Americans, despite all the propaganda against them. Many tell you they would like to visit your country, but few believe they will ever get the chance.

Managers of enterprises say they want to buy American products. "You have more than you can use. We have shortages of everything," they say. "We should trade with each other."

Russians like American music. University students want to buy American suits and shirts from tourists, "because they have style."

There is even something more subtle that the Russian finds attractive to him in Americans. One guide explains it simply: "They smile."

More Western Methods?

With more tourists, more trade, is there not hope Russia will also accept new ideas and ideals, you wonder? You ask a devoted communist: "Do you people think Marx's doctrines must apply to all time? Conditions change. Do you re-examine these doctrines in light of new conditions?"

"Yes. We re-examine them."

You are surprised, a little shocked, at the answer. You hadn't expected it. Yet you have seen how these people have adopted practices foreign to the original concept of communism — "from each according to his ability, to each according to his need." Competitive incentives, profit, greater freedom of individual opportunity, private ownership are examples. You meet a family which is buying its own home under a new Moscow plan — borrowing money from the government bank and paying it back over a period of fifteen years. You learn that forty million Soviet citizens have private deposits in savings banks. You become fascinated with a speculation:

Suppose Russia were to achieve her goal of full production: Would she not have to adopt more western business methods just to keep the bustling commerce straight? Would she not have to go still further from Marxist communism, still nearer to Western methods, even though she retained government ownership, as friendly countries do to varying degrees? Instead of the present queues at government shops waiting for a few shirts and shoes, would there not be need for advertising to attract buyers? To stimulate sales, would there not be need for credit buying? Wouldn't bank accounts and checks be necessary to simply handle the money traffic? You want to talk with some bank officials about these things.

RUSSIAN CHILDREN are better dressed than their parents. These youngsters, who might have been photographed in almost any schoolyard in the United States, are waiting to enter their school classroom in Kiev. (Mansfield Photo)

Big Changes Coming

Forecasters make exciting predictions for

THE GOLDEN SIXTIES

A new decade is here — the 1960's.
What will it be like?
Will business be good? For our company?

Most important of all, there will be a tremendous growth in population. An increase of 34 million in the next 10 years. That's like adding all of metropolitan Chicago, including the suburbs, every two years.

Children born in the war years and immediately thereafter will reach maturity in the '60's, especially from about 1964 on.

Economists predict a big upsurge in marriages in those years, with an increased demand for houses and all of the furnishings for them.

Obviously this is good news for a company that produces roofs and floor coverings and paper boxes in which household goods and clothing are shipped and sold.

Don't forget however, that there are many competitors in the home construction and home furnishing industries. Business, we expect, will be good, but competition will be strong. The successful companies will be those which provide the kind of products and services that customers want, and at a price these customers are willing to pay.

Through research a great many new products will be developed. They will compete with each other and also with the products we are making today. Some of them will be developed in our own laboratories. Others will be brought out by competitors. We must be ready for all sorts of changes in materials and design which will appeal to the customers. Plastics, aluminum, new developments in vinyls and paper — who knows what tremendous changes may come in the next ten years!

Whatever they may be, your company will enlist the best efforts of research, production, sales, advertising and management to compete successfully in this exciting new market.

A YEAR FROM NOW

The tremendous changes and growth will come gradually. Until strike issues in transportation and several other large industries are resolved, business activity in the early months of 1960 will be uncertain. Most forecasters expect a good year for business after these issues are settled. But others see a levelling off later in the year, believing that 1960 will not on the whole be much better business-wise than 1959. According to another expert, there will be fewer new houses built in 1960. The demand is high, but mortgages will be harder to get and the rates will be higher. This may slow up new construction and the sale of building materials somewhat.

FORTY YEARS AHEAD

Taking a long look ahead, Julian H. Zimmerman, head of the Federal Housing Administration, predicts that by the year 2000 the typical American family will earn $10,000 a year and spend up to $25,000 for a typical house. (How much of this increase will be due to inflation and how much to a healthy growth through increased productivity, he does not say.)

By 2000 our population will have doubled. Americans who now spend about $108 billion a year for new houses and furnishings will spend up to $335 billion in 2000 A.D.

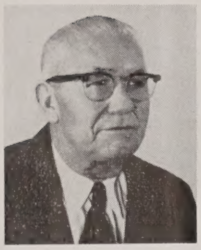
There are 55 million dwellings in the United States now. In 40 years there will be 115 million, he states. Or put it this way — in the next 40 years far more *new* houses will be built than the total number of houses that now exists.

These forecasts are, of course, just educated guesses. They are all based on the assumption that there will be no atomic war, no crippling strikes, no boom and bust, but just a steady, healthy growth.

In the long run, the housing and house furnishing industries look like prosperous ones in the decades ahead, although there may be temporary ups and downs. Bird & Son has already weathered the competition of 165 years. A combination of wise management and cooperation all through the organization will assure us of competing successfully in the future.

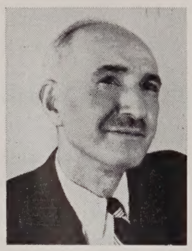
Let's go, 1960!

Twenty-three Retire at End of Year


Pasquale Sansone
Floor Covering
49 years

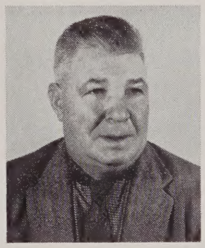
Joseph Adamonis
Floor Covering
41 years

A. Gerald Hazlett
Floor Covering
33 years


Henry Petrolini
Floor Covering
6 years

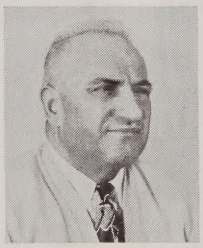
Victor Burrell
Paper Mill
42 years

John Kacinauskas
Paper Mill
36 years

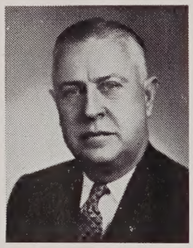

Angelo Auciello
Paper Mill
35 years

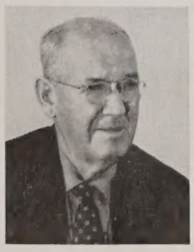
Patrick O'Malley, Jr.
Power Plant
42 years

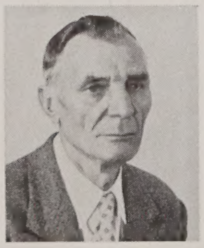
Helen Pakarkleis
No. 1 Box Shop
15 years

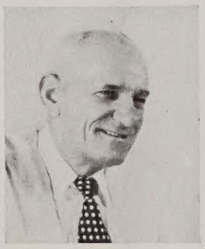

Vincenzo Serratore
Paper Mill
14 years

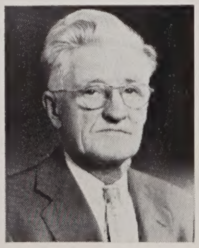
M. Genevieve Kennedy
Main Office
24 years


R. Warren Graffam
Flooring Sales
35 years


James W. MacLellan
Norwood Roofing
22 years


Frank D. Byko
Norwood Roofing
18 years


Frank J. Munchbach
Norwood Roofing
17 years


Henry J. Ahrens
Chicago
36 years

FLOOR COVERING PLANT

PASQUALE SANSONE, 88 Cedar St., Norwood from May 4, 1910, starting in Yard then in Finishing at Norwood Roofing; from August, 1917 in Floor Covering Rug Border Department. Since May, 1954 in Print Room. Right after retirement he plans to go to Florida for the winter.

JOSEPH ADAMONIS, 1254 Washington St., Norwood, from April 25, 1918. Started in No. 1 Box Shop, transferred to Floor Covering Print Machines in April, 1918. Was watchman for 3 years, beginning in 1948. In recent years has worked in Oil Boiling, Linoleum, Shipping and Yard departments.

A. GERALD HAZLETT, 66 Walcott Avenue, East Walpole, from April 25, 1926. Began at East Walpole Finishing Mill, later worked in Yard and Millwright Departments. From 1936 to 1947 on Print Machines, then until 1958 in Paint Room. Recently on Print Machines and new Vinyl Undercoating. In April Mr. and Mrs. Hazlett will leave New York for an extended tour of Ireland and Europe, taking their car with them.

HENRY PETROLINI, 270 Washington Street, Dedham, from March 16, 1953 in Finishing and Undercoat Departments. Also worked at Roofing Plant in 1949 and 1950 and at Floor Covering in 1950.

EAST WALPOLE MILLS PAPER MILL

VICTOR BURRELL, 164 East Street, East Walpole, from September 24, 1917. Started at Finishing Department, transferred to Waste Water Department in February, 1918 and shortly thereafter made foreman, the position he still held at retirement. Vic has no immediate plans after retirement, but he and Mrs. Burrell may go to Florida in March.

JOHN KACINAUSKAS, 23 Weld Avenue, Norwood, from May 8, 1923, first as a helper, then for many years as beaterman for No. 2 Paper Machine. Also worked in 1922 in the Flower Pot Department.

ANGELO AUCIELLO, 83 Highview Street, Norwood, from January 16, 1924. For 16 years in Stock Handling Department, from 1940 to 1949 as beaterman's helper, and again in Stock Handling from 1949 to retirement. Also worked in Stock Handling from 1920 to 1923. Soon after the first of the year, Angelo hopes to make a trip to Italy.

VINCENZO SERRATORE, 11 Lenox Avenue, Norwood, from January 20, 1945. Has always worked on the Hydrapulpers, for many years as operator and gang boss.

POWER AND STEAM

PATRICK O'MALLEY, JR., 26 Press Avenue, Norwood, from June 8, 1917. Worked first as helper, then as a licensed fireman from 1918. For over 15 years, fireman, first class.

Year-End Retirees . . .

NO. 1 BOX SHOP

HELEN PAKARKLEIS, 11 St. John Avenue, Norwood, from October 17, 1944. For first two months on Plant Band Machine, since December, 1944 at No. 1 Box Shop. Was nailing machine operator until 1947, since then a folder in Corrugated Finishing Department.

MAIN OFFICE

R. WARREN GRAFFAM, 4011 Provost Road, Pittsburgh, Pa., from September 29, 1924. Started as a sales correspondent. Sold first in New Hampshire and Vermont from August 1925 to January, 1926, then had an Ohio territory until October 1, 1928; since 1928, sales representative in the Pittsburgh area.

ARTHUR W. MELLIN, 88 Peach Street, Walpole, from May 25, 1920. Started in General Accounting, in charge of Stenographic Department 1931 to 1934, then in charge of General Accounting; from July 1935 in charge of credit for the Bird Finance Corporation, in 1938 in charge of private payroll and other accounting duties; since 1940 credit correspondent, most of the time for the Paper Division.

M. GENEVIEVE KENNEDY, 53 Pearl Street, Stoughton, from February 25, 1935, as a transcribing machine operator in the Stenographic Department.

NORWOOD ROOFING

FRANK KONDRY, 73 Tremont St., Norwood, from August 2, 1928. Started in slate handling crew, for many years has been a checker-driver for raw materials as part of the Shipping Department crew. Has been unable to work since April, 1958.

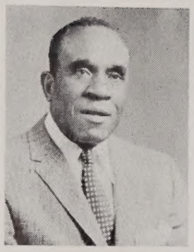
JAMES W. MACLELLAN, 97 Hill Street, Norwood, from January 14, 1937. Started at Norwood Roofing in production, transferred to Maintenance in May, 1942; since January, 1946 an "A" Millwright and Welder.

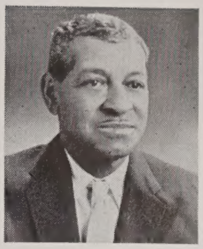
FRANK D. BYKO, 74 Austin Street, Norwood, from February 19, 1941, in various departments of the Norwood Roofing Plant. Spent most of his time on No. 1 Machine; since 1956, a member of the Yard crew.

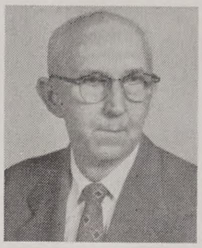
FRANK J. MUNCHBACH, 178 Fairbanks Road, Dedham, from March 20, 1942. Spent 11 years in Shipping Department, since 1953 in Oiling and Cleaning Department.

CHICAGO ROOFING

JOSEPH BLOSKY, 11212 Campbell Avenue, Chicago, from March 11, 1919. Started as a steamfitter when the old No. 2 roofing machine was installed. Later worked as an engineer in the boiler room and as yard foreman. When the Asphalt Blowing Department was established in the early '20s he was named foreman and has held this post ever since.


Milton Crawford
Chicago
30 years


Brantley Hanson
Chicago
15 years


John C. Lee
Shreveport
15 years

Frank Alves
Phillipsdale
17 years

HENRY J. AHRENS, 7700 South Green St., Chicago, from January 8, 1923. Was hired in the Asphalt Blowing Department and has spent his entire time here as a stillman. He and Mrs. Ahrens plan to live in Florida after his retirement.

MILTON CRAWFORD, 13350 Hamlin Avenue, Robbins, Ill., from January 28, 1929. Started in the unloading gang. Was a slate and felt unloader from 1945 to 1956 when he was made gang boss in the department, holding this latter job until his retirement.

BRANTLEY HANSON, 6338 South May St., Chicago, from November 15, 1944. Was first in the unloading crew, then on the shingle machine as a surface supply laborer; for the past few years has been in the yard gang. He will spend part of his time after retirement on his small farm in Michigan.

SHREVEPORT PLANT

JOHN C. LEE, 212 Montgomery Street, Bossier City, from March 24, 1944. He started as pick up man on No. 1 Machine. Since then has held various jobs in the department, the last nine years has been supply man.

PHILLIPSDALE PLANT

FRANK ALVES, 34 Freemont Street, Providence, from November 2, 1942. Started as trucker in Stock Handling Department, became a truck driver in February, 1950.

. . . and These Retired Before December 31

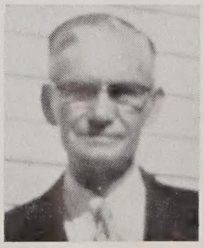
LOUIS MAIDA, East Walpole Finishing Mill, 31 David Terrace, Norwood. Started on the slitters in the Finishing Mill November 4, 1918, and soon was named Large Slitter Operator. Held this job until retirement November 30, 1959. He and Mrs. Maida are now living in Scituate.

CARL I. WHATLEY, Glenwood, from December 4, 1943. He started not long after the Glenwood Plant opened. Worked as leaderman until December, 1947, then became machine tender. He held this position until ill health brought about his retirement October 31, 1959. He and Mrs. Whatley will continue to live in Glenwood; by spring he hopes to be able to go fishing and do a little gardening.

T. C. DAWSON, Shreveport, started October 31, 1944 as a stacker in the Shipping Department. He continued to work in Shipping until ill health caused him to leave work in May. Retired October 31, 1959.

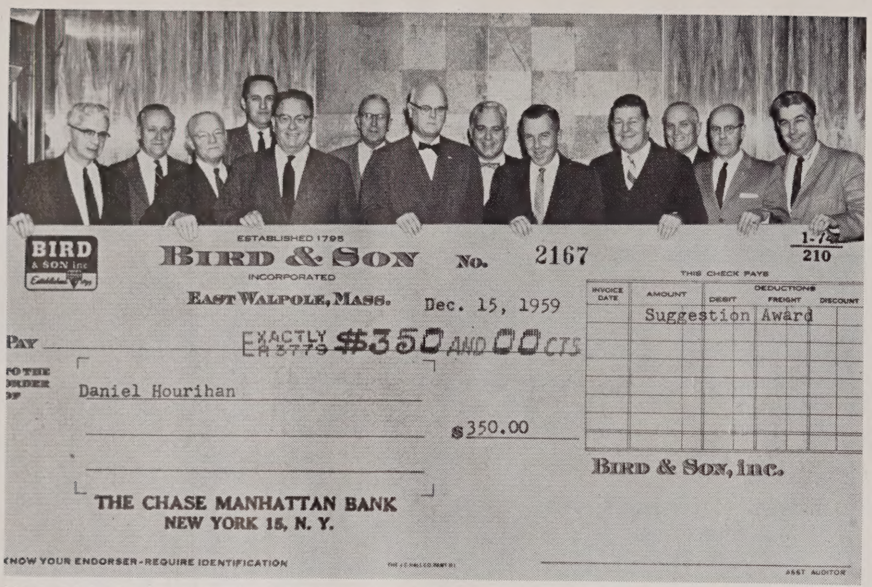
HAROLD HIGGINS, No. 1 Box Shop, started November 9, 1922 as a pressman. Has been a printer slotter operator and a shift supervisor in Corrugated Finishing department, also has worked as a plate man. Ill health caused him to retire September 30, 1959.

Louis Maida
Finishing Mill
41 years


Carl I. Whatley
Glenwood
15 years

T. C. Dawson
Shreveport
15 years

Harold Higgins
No. 1 Box Shop
36 years



YOU, TOO, CAN WIN A BIG SUGGESTION CHECK like this! Daniel Hourihan of Phillipsdale was awarded this "big" check last month. Representatives from the plant and the Administrative Committee were there to congratulate him. Left to right: David Lowry, Warren Anderson, Eli Chamberlain, George Condry, Ralph Wilkins, Frank Reynolds, President A. H. Anderson, John J. Murphy, award winner Daniel Hourihan, Charles Sumner, Howard Woods, John Andrews, Lawrence Aherne.

Daniel Hourihan Gets $350 Award

Daniel Hourihan of Phillipsdale received a well-earned Christmas present in the form of a $350 suggestion award. This was presented to him at a meeting of the Administrative Committee in mid-December for a suggestion which eliminated a troublesome problem at the Insulating Siding packaging machine.

Winners of the two turkey drawings, as announced on the bulletin boards were:

Thanksgiving drawing: John McDonough, FFG; John Dearnaley, FBM; Theodore Pierce, FBM; Stephen Tomasewicz, FBB; Caryl Hinds, PBL.

Christmas drawing: Cyril Joyce, FK; Edward Moore, FC; Peter Carchedi, FBM; Augustine Brown, FFT; William Gecawich, DP.

Each was presented with a 20 lb. turkey.

Regular award winners were:

November

Five men received an additional award of $20.00 for having had five accepted suggestions. Edward Carberry, FBM; Alfred Carvalho, DPM; John Dearnaley, FBM; James Hammond, DPRE; Stanley Jezulewicz, FBV.

Samuel Abraham, FFF	$20
Alessandro Alessandrini, FBPM1	20
Dominic Bright, FFG	30
Edward Carberry, FBM	20
Martin J. Connolly, FFG	20
John Didik, FFG	20
James Hammond, DPRE	20
Stanley Jezulewicz, FBV	20
George Jobin, DPRE	25
Nicholas Pilavios, FBPM1	40
Frank Shumski, FFG	25
Charles Solbo, FBPM1	20
Roger Sylvestri, FBPM5	40
Anthony Utorka, FBV	20
Andrew Wright, FBM	20
Alfred Carvalho, DPM	5
John Dearnaley, FBM	5
John Eatman and James Oglesby, FSM	5
John Finningham, FFV	5
Donald Gillis, FBPM5	5
John Glebauskas, FFN	5
Clarence Hagman, FFJ	5
Daniel Marolda, FFF	5
Walter Nass, FBPM1	5
Joseph Purpura, FBN	5
James Ronci, FFN	5
George Sarakin	5
Frank Zellner, FSX	5

December

In December, five men again received $20.00 for having had five accepted suggestions: Gunnar Anderson, FBM; William Carr, FBN; Armando Croatti, FBPM9; John Eatman, FSM and Leo Padduck, FFF.

William Bohnenberger, FCJ	$20
William Carr, FBM	40
Armando Croatti, FBPM9	20
Francis Doane, FFJS	20
William Gecawich, DPV	20
John Glebauskas, FFN	20
John Green, FFM	25
John Lahey, FFF	20
Alva Matthews, FFT	20
Michael Meomartino, FBM	20
George Michaels, FFT	20
Edward Moore, FCM	20
Theodore Paul, FFN	20
Joseph Perreault, FFG	20
John Phillips, FFJS	20
Theodore Pierce, FBM	20
James Reiser, FCM	20
Frank Shumski, FFG	20
Gunnar Anderson, FBM	5
Hubert Bamford, FBM	5
Alfred Carvalho, DPM	5
Peter Didick, FBM	5
John Eatman and James Oglesby, FSM	5
Joseph Eppich, FFM	5
Clarence Hagman, FFK	5
Frances Johnson, CEW	5
Paul Manning, FFV	5
Daniel Marolda, FFF	5
Leo Padduck, FFF	5
Ralph Sweinimer	10
Harold Wilkinson, FFDA	5

J. R. Anderson Elected President Of Credit Union

Credit Union shareholders received a dividend of 4¼%, following a vote at the annual meeting in November to pay this amount. This is a larger dividend rate than has been paid for many years.

Nelson Bartlett, Velma Cobb, Joseph Coburn, Nelson Phillips and Russell Tupper were re-elected to the Board of Directors.

At a meeting of the Board immediately following the annual meeting, J. Robert Anderson was elected the new president, Nelson Phillips, vice president, A. W. Smith, treasurer and Velma Cobb assistant treasurer and clerk.

Recent Deaths

FRANK MICHIENZI, 62, died at the Norwood Hospital on November 5 after a short illness. He had worked for Bird & Son 34 years. Starting first at the Floor Covering Print Machines in July, 1925, he transferred to the Roofing Plant in 1928. Since 1933 he had worked in the Shipping Department.

Funeral services were held November 7 at St. Catherine's Church, Norwood. Surviving him are his wife, Eva; five daughters, Mrs. Mary Carchedi, Mrs. Frances Simoni, Mrs. Eva Freitas, Mrs. Kathleen Billotta and Miss Joan Michienzi; and four sons, Thomas, James, Frank, Jr. and Joseph. One son, James, is a Bird employee at the Norwood Roofing Plant.

SERAFIM MOREIRO, 64, died November 8. He started work at the Phillipsdale Plant on May 22, 1917 in the beater room. In 1929 he became an inspector on the felt machine, remaining in that position until he retired because of illness on April 30, 1958.

GABRIEL J. KAKANAUSKAS, 66, died December 10 after a short illness. He started with the company on November 13, 1922 and had always worked in the Solid Fibre Finishing Department of No. 1 Box Shop. For many years he was a Hooper Press operator. He was taken ill early in November. Funeral services were held at

St. George's Lithuanian Church on December 14. He was single and had no immediate family members living near him.

BRUNO MAINI, 53, died December 28. He had been ill only a short time. His first employment in the Bird organization was at Bird Machine Company from September, 1945 to October, 1949 when he became an oven man on the Floor Covering print machines. In April, 1951, he transferred to the Tile Department, where he had worked since, most of the time as machine operator. Funeral services were held December 31 at St. Catherine's Church, Norwood. Surviving him are his wife, Signe, who works at the Main Office cafeteria, and three sons, Edward of Norwood, William of Wayland and Robert of St. Mary's, Ohio.

JOHN J. GOONAN, 59, died suddenly at the Norwood Hospital, January 5. He worked many years as a machine tender on the Solid Fibre Combiner, starting with the company in March, 1926. Since September, 1942 he had been night foreman of No. 1 Box Shop. Funeral services were held on January 7 at St. Catherine's Church, Norwood. Surviving him are his wife, Sarah, and two sons, John and Francis.

CHARLES L. MILLER, retired, died January 9th at the age of 75. He retired from the Shipping Department of the Floor Covering Plant on June 30, 1950 and had been in good health until fairly recently. Except for a brief period at the Roofing Plant, shortly after he started work for the company in September, 1920, all of his employment was at the office of the Floor Covering Shipping Department. Funeral services were held in Medfield on January 12. Surviving him are his wife, Nina, a daughter, Mrs. Robert Bullard of East Walpole and a son, Frank of South Walpole.

BIRD CLUB NEWS

CRIBBAGE

Two Cribbage parties have been held since we last reported:

November — 24 players present. The first prize of a turkey was won by John Medailleu of EMM; the second prize of a capon was won by Russell Jordan, also of EMM. Baskets of fruit went to Howard Hewins, FFB and C. Angus.

December — 26 players present. First prize — turkey — to Joseph Simpson, FXV2; second prize — capon — to Nelson Phillips, FF. Baskets of fruit as door prizes were awarded to Stuart Farris, FXR and Henry Johnson.

The next party is scheduled for January 19 in the Brigade Room.

NEPONSET CHORAL SOCIETY

The Brahms Requiem concert, presented early in December, was very successful and attended by a good-sized audience.

On Monday, January 11 rehearsals started for our spring production — Gilbert & Sullivan's famous "Ruddigore." This is one of the funniest and most tuneful of all Gilbert & Sullivan operettas. It will be staged in mid-May. Watch for further announcements.

P.S. It is not too late to join the chorus. You are cordially invited to Bird Hall next Monday night at 8 P.M.

MEN'S BOWLING

No one has yet succeeded in knocking Francesco Petrolini and Moe Bader from their pinnacles as High Single and High Three String bowlers of the season. Victor Taggart is pushing Petrolini, however, with a 136 against the latter's 137. And Petrolini is close to Bader's high of 356, with a 352 score.

The FBM team, which was second in November, now leads the league. EM has dropped from first to 4th place with FBF second and DF, third. Leading bowlers now are Moe Bader, 102.7, Stuart Farris, 102.5, and Joseph Purpura, 102.2.

In the turkey roll-offs the six winners were: Robert Morrissey, Ted Pierce, Robert Shilowski, Joseph Petrolini, Merle Hescock and Albert Boonstra.

GIRLS' BOWLING

With Doris Reardon still holding all the top posts, as she did back in November, and with the same teams, No. 6 and No. 2, still leading, there is disgustingly little news to report this month. In the Christmas turkey roll-off, Anne Cavanaugh was one winner and Dorothy Capachin, the other.

Aluminum Siding Added to Our Line

Bird & Son has added Aluminum Siding to its list of building products available in 1960.

As announced at sales meetings early this month, the product is being made especially for Bird by Alcoa. It will be available right from the factory in straight carload or truckload quantities. It will also be stocked at our roofing plants and at some warehouses for mixed shipments with other Bird products. It comes in two styles — insulated and plain, and in a variety of colors.

Watch for pictures of this latest product in later issues of the Review.

FOR SALE

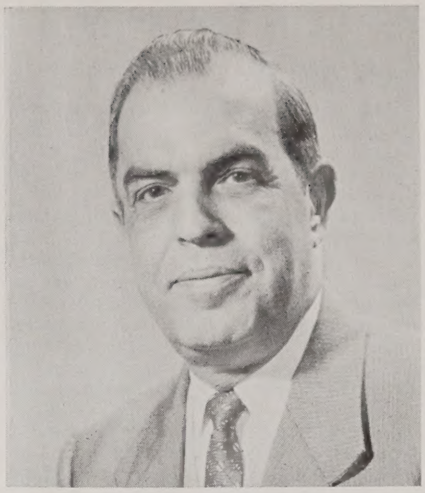
Lawnmower, 18″ 4-cycle Yardman, reel type, 1958 model. Used only a few times, Price $45. See Frank Nyborn, PEL or at 6 Stone Circle, Norwood.

FOR RENT

Willing to loan — powerful Stapler. Takes staples 9/16″ or less. Suitable for installing ceiling tile, making screens, etc. 50¢ a day, plus staples. Contact Frank W. Nyborn, PEL, or at 6 Stone Circle, Norwood.

WHOSE IS IT?

Last fall some one sent the Review editor a picture of a little boy standing in front of a television set. There was no identification with it. If it belongs to you, please get in touch with E. M. Grout, GR.



Manuel Oliver

Oliver Named Foreman at Phillipsdale Shipping

Manuel Oliver was appointed foreman of the Phillipsdale Shipping Department on January 1. For the past 17 years he has been storekeeper for the plant.

Joining Bird & Son on September 30, 1924 as office boy, he transferred to the shipping room five years later, and in 1942 was promoted to storekeeper.

When he became a member of the Quarter Century club he was probably the youngest member, being then less than 40 years old. (Labor laws in Rhode Island in 1924 permitted employment as a messenger at age 14.)

In his youth Manny Oliver was quite a musician, having his own professional orchestra shortly after leaving grammar school. Lately, however, his time has been taken up building his new home on 20 Delway Road in East Providence, a project made necessary when it was decided to run the new East Providence Freeway through his old property on Freeborn Avenue.

For many years he has been secretary of the plant bowling league, has been the most active first aid member and has acted as the Phillipsdale contact for the Bird Club.

At home, in addition to Mrs. Oliver, there is a younger daughter, Judith, 16, a junior at Bayview Seminary in East Providence and an older daughter, Sister Mary Reima, who is studying at Mt. Saint Rita's convent in Cumberland, R. I.

TOP OF THE NEWS

MAIN OFFICE

Best wishes to Genevieve Kennedy of Stenographic, Arthur Mellin of Credit and Warren Graffam of Flooring Sales, all of whom retired at the end of December after many years of faithful service.

It looks as if Warren was going to keep busy even in retirement as we learn that he is at present a Director of Metropolitan Pittsburgh Y.M.C.A., a Director of the William Penn Bank of Commerce and a partner in William Bahl Co., wholesaler in floor covering. He also was a member of the Jury of Awards for Freedom Foundation at Valley Forge in 1959 and has held numerous high offices in the Kiwanis organization, including a term as Trustee and Treasurer of Kiwanis International.

We welcome J. B. Rogers, formerly a salesman for Specialty Products, Inc. of Ft. Worth, Texas, who on January 4 became our floor covering representative in the territory which includes a large part of Texas and Albuquerque, New Mexico.

The Box Sales Department extends best wishes to Dorothy Legaski who left us recently and has moved to Brockton.

Dorothy Cronin, formerly of Roofing Sales, was married November 21 to Lester Bateman. We all miss Dot and wish her the best of luck.

Phyllis Morse of Roofing Sales was married on November 28 to Frederick Sherman. Fred was a former Bird & Son employee who has recently been in military service. On their honeymoon they visited New York City and Niagara Falls and are now living in East Walpole.

We welcome Mildred Carlson of East Walpole as a sales correspondent in the Building Materials Division. She is handling the Metropolitan New York and New Jersey area.

At a farewell party on November 27 for Dick Emerson at the Lord Fox, Dick received a gift of luggage and many good wishes for his new assignment in Chicago.

As of January 1, the Fibre Box sales territory formerly serviced by James B. Maguire is being transferred to Robert F. Foley. Jim, whose retirement is soon coming up, will work on special assignments in 1960.

Welcome to Floyd W. Hayes who recently joined Bird & Son, taking over the New Hampshire territory formerly covered by Robert Beattie before his promotion to New England district manager.

MAIN MILL

Congratulations to Mr. and Mrs. Karl Larson on the birth of a son, Karl, on October 31.

Mason Johnson and his wife and great enthusiasts of square dancing.

Again congratulations to Robert Roby! For the second time he is a winner in the Tenax Felts Fishing Contest. It has just been announced that he won first prize in the 1959 contest and won $75 dollars for his catch of a 20 lb. 6 oz. striped bass. He also won in the 1957 contest.

NO. 1 BOX SHOP

Edward Boonstra, Walpole High School graduate who worked at the Combiner Room until Thanksgiving, has received an appointment to the U. S. Naval Academy at Annapolis. He has returned to school for post graduate study, preparing for competitive examinations in the spring. His father is manager of the W. J. Hill trucking company in East Walpole.

RICHARD B. ELLIS, newly-elected Captain of Bates College football team for 1960. Tackle, and member of the Junior Class, Ellis stands six feet and weighs 230 pounds. His father, Richard Ellis, is Assistant Foreman at Floor Covering Shipping. Young Dick worked in Roofing Shipping the summer of 1958 and at the Granule Plant office last summer.

NO. 2. BOX SHOP

Eino Heikkila and Anthony Montisano have been all smiles as they have become grandfathers for the second time.

We extend sympathy to Thomas Tierney whose mother passed away last month.

Christmas vacations at home and on short trips were taken by Samuel Thompson, Martin Saulen, Joseph Ralkavich and Patsy Solbo.

It's a boy! Brian Michael was born December 27 to the Vito Puopolos.

NORWOOD ROOFING PLANT

Enrico Ranaldi has joined Harold Fairbanks' square dancing club. Harold attended a big Christmas square dance at Motel 128.

Congratulations to our new trustee, John Riolo and to our new steward, Harold Costello.

John Instasis and Russell Blake spent a week in Maine deer hunting. They bagged a 130 pound doe.

Patsy Famiglietti's two sons are playing college hockey. Ronnie is a star at Bowdoin (see picture on page 11) and Bob is star forward for Boston College.

LEWISTON

You should have seen the beautiful 8-point buck shot by hunting enthusiast Yvonne Fish a few weeks ago. It weighed close to 200 pounds. Unfortunately the picture taken was not clear enough to reproduce in the Review.

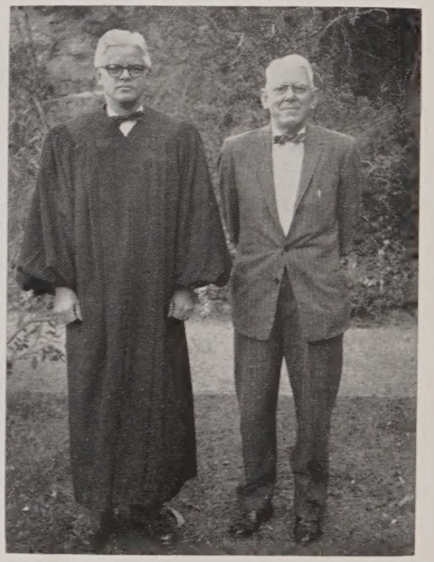
FLOOR COVERING PLANT

Journeying all the way to California, Mr. and Mrs. Ralph E. Nutter had the thrill of being present when their son, Ralph H. Nutter took the oath of office as municipal court judge in Los Angeles County on November 20. Ralph Sr. took part in the ceremonies, joining George Arnold, a law partner, in placing the robe on the new judge. Judge Nutter is a graduate of Harvard and Harvard Law School. As a student he worked one summer at the Floor Covering Plant. He has been in Los Angeles for nine years, two of them with the National Labor Relations Board and the rest of the time as a member of the law firm of Nutter, Arnold and Smith. Los Angeles County, according to Judge Nutter, is as large as Massachusetts and Connecticut combined.

NEW BRITAIN

Arthur Bushell was the honored guest at a dinner at Rockledge Country Club in Hartford on November 16. The occasion was his retirement after 15 years on the West Hartford Zoning Board of Appeals, with 13 years of service as its chairman. During his term some very difficult decisions were made. The high regard in which he was held is evident in a resolution passed by the local Town Council. Part of the citation reads: "A man of the highest ideals and great moral courage, he vested the courtroom with judicial dignity during his unparalleled service to the Town of West Hartford. He inspired a singular devotion, loyalty and respect among all the commissioners who worked with him. His administrative ability and exceptional knowledge have been recognized throughout the state. . . . His dedicated public service will be long remembered by the grateful citizens of this community.

Arthur Bushell is manager of the New



RALPH E. NUTTER (right) Assistant Storekeeper at Floor Covering, had the honor of helping enrobe his son, Ralph H., as Municipal Court Judge in Los Angeles County. Mr. and Mrs. Nutter flew to California for the November 20 ceremony. (See news item for details.)

TWO BIRD MEN hold office this year in the Norwood Post of V.F.W. Peter Daly, right, is Commander and Francis Donlan is Chaplain and Service Officer. Daly works in the Trucking Dept. and Donlan on the Beaters.

Britain Division of the Fibre Box Division and lives at 23 Stoner Drive, West Hartford.

BERRY REFINING CO.

Gertrude Campbell recently returned from an exciting trip to Italy and Ireland. The party flew from New York directly to Rome. Besides seeing Rome with its many holy and historic points, she visited Assissi, Anzio and the American cemetery for war heroes. In Rome she was privileged to have an audience with Pope John.

The flight to Dublin included stopovers in Zurich and Paris. She spent a week touring southern Ireland, visiting among other places Blarney Castle, where of course she kissed the Blarney Stone.

Amy Glennon joined a busload of people recently in a trip to New York, spending a week in the city where they took in plays, one TV play and a visit to the United Nations.

Jo Victery is proudly showing her engagement ring. No definite plans have been announced yet for the wedding.

PHILLIPSDALE

The latest standings (as of December 16) of the bowling league shows the Franklins on top with 30 games won and 15 lost. Matt Pino holds the high average with 108 25/45 and the high single with 154, and the high three with 381. The high team single and the high team three is held by the Pierce Arrows. Margaret Pierson and Audrey Perry are tied for the ladies high single with 114.

Angelo Medici and Willie Carlson have been serving a term on jury duty.

We are glad to see Enar Peterson back after his serious operation. He is looking very good, and everyone is happy about it.

Manuel Paiva was the lucky winner of the blanket at Local 878 annual Christmas and Retirement Party. That's just what a man in the boiler room needs, a blanket.

It is reported that George Condry's special crew cut is so special that he has to have a barber come to his home to give it to him.

One of our pipers, Joe Marrier has been troubled with a water line leak in his home. Farmer Rochford has been kidding him about hiring a piper.

Al Carvalho tells us he has a new freezer and is open for business for the sale of ice cubes.

CHICAGO

We welcome Richard H. Emerson to the Chicago family of Bird & Son. We know he will be happy here after he gets acclimated to the Windy City.

Our "Traveling Marys" (Curran and McWade) spent a couple of weeks in Miami — being there over Thanksgiving this year.

Other late vacationists include Bernice Behnke and Ann Stupur. They spent their time getting ready for Christmas at home.

A Foreman's Dinner in December turned into a retirement party for Joe Blosky, who retired on Dec. 31st. Joe was presented with a beautiful watch, suitably engraved for the occasion. We all were sorry to see Joe leave but want to wish him many years of pleasant retirement.

The girls in the office held a little Christmas Party at which time they exchanged joke gifts. One of the loveliest gifts was the pair of tan panties received by one of the girls. It turned out they were delicately woven of real fine burlap.

We extend our best wishes for a long and happy retirement to the three who retired on December 31st — Henry Ahrens, Milton Crawford, and Brantley Hanson.

The Union held their annual Christmas Party at the Union Hall on Sunday, December 20. From all reports it was a very successful event.

We extend our sympathy to Oscar Pelzer on the loss of his father.

Herman Wallenschus had his first vacation with Bird & Son. He spent it at home catching up with his correspondence. Herman's hobby is missionary work and trying to master the English language. Herman is a shingle cutter in the Sample Dept.

Tony Soltan spent another week of his vacation in Dover, Dela. with his daughter and family. This is a repeat of his July vacation. His grandson Mark is the attraction.

Rose Fox took her first fall vacation and had the best time ever. She took a Caribbean Cruise with the Chicago Motor Club, aboard the S.S. Kungsholm, sailing from New York and visiting 6 ports — Virgin Islands, San Juan, Puerto Rico and others with the last stop in Havana, Cuba.

SHREVEPORT

We have just received information from the East that Dr. and Mrs. Ralph C. Kahle of Scarsdale, New York, have announced the engagement of their daughter, Miss Juanita Martin Kahle, to Mr. John D. Johnston, Jr., of Hartsdale, New York and formerly 4515 Gilbert Drive, Shreveport. Good Luck, Jack, when you take the plunge March 14.

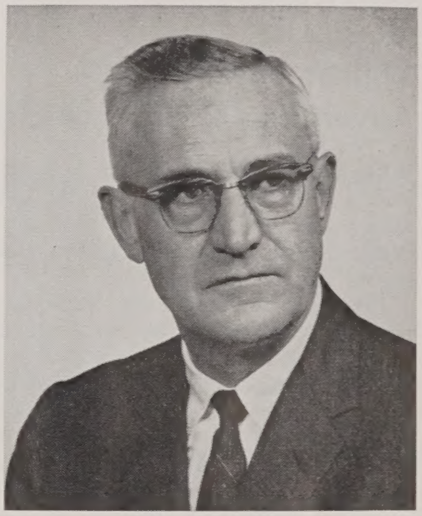
When Richard Potter returned from a chemists' meeting in East Walpole he reported that he visited J. D. Johnston in his new office. We would be very disappointed here in Shreveport if Doug were not a little homesick for the south.

Bird & Son, inc., had two contestants in the annual Caddo Wild Life Federation Duck Calling Contest which was held here November 10th. W. L. Smith, shipping foreman, and J. E. Evans, sales service manager. Both entered the expert division of the contest. The appropriate ending to this article would be that they both won prizes; however, this was not the case. Both agreed that although they didn't take home any blue ribbons, it was a lot of fun.

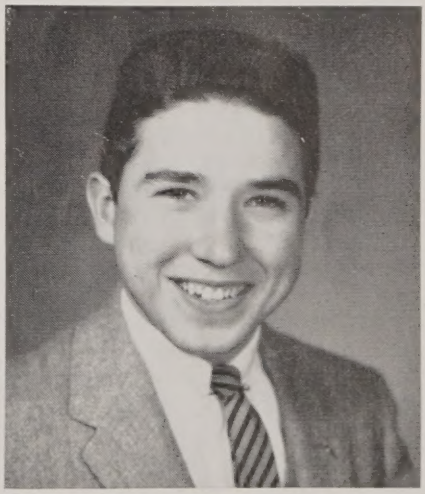
We extend our most sincere sympathy to Ollie Sherburne in the death of his mother, Mrs. Marion Edith Sherburne, who passed away recently in Waltham, Mass.

Customer: "I want to see a pair of stockings for my wife."
Clerk: "Sheer?"
Customer: "No. She's at home."

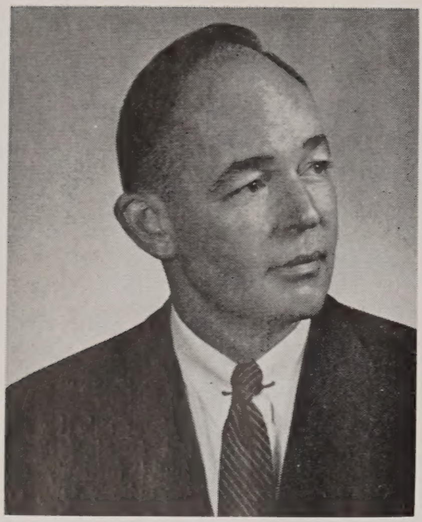
Two camels trudged along side by side in a caravan crossing a burning desert. Finally one looked around furtively and said: "I don't care what anybody says, I'm thirsty."



ROBERT A. BEATTIE, newly appointed Sales Manager of the New England District, Building Materials Division, whose promotion was announced in the November Review.



MOST VALUABLE PLAYER of New England is what they call him. He is Ron Famiglietti, now playing center with the Bowdoin College hockey team, and son of Patsy Famiglietti, Norwood Roofing Plant.



Wilmer A. Priest

Wilmer Priest Joins Advertising Department

On November 10, Wilmer A. Priest joined Bird & Son as advertising and sales promotion manager of floor covering. He replaces Ted Aber who resigned August 31.

Mr. Priest will maintain headquarters at East Walpole but will spend much of his time in the field working closely with floor covering salesmen in promoting the entire line of Bird floor coverings.

He comes to us with eleven years as a sales representative in the hard surface floor covering industry in the New York and New Jersey area and more recently in Connecticut and Eastern Massachusetts. For the two years 1946 to 1948 he was sales manager of Conklin Tropicana, a gift fruit business in Lake Wales, Florida. In 1945 and 1946 he was assistant sales manager for Hardy Plastics and Manufacturing Co. of Brooklyn, N.Y.

During his years in the floor covering field since 1948, Mr. Priest has been engaged in sales training of distributor salesmen, merchandising, advertising, sales promotion and conducting of frequent sales meetings. All of these talents will be used extensively in his Bird & Son assignment.

Majoring in economics, Wilmer Priest graduated from Columbia in 1938. For the first seven years after college he was in clerical and production work, four of those years being with Landers, Frary & Clark of New Britain, Connecticut in whose building the Bird & Son New Britain operation is located.

The Priests live in Orange, Connecticut. The oldest son, Robert, 17 is at Cheshire Academy; Douglas, the second son, is 10 and the youngest, Scott, is nearly 3.

John J. Hayes Appointed Foreman

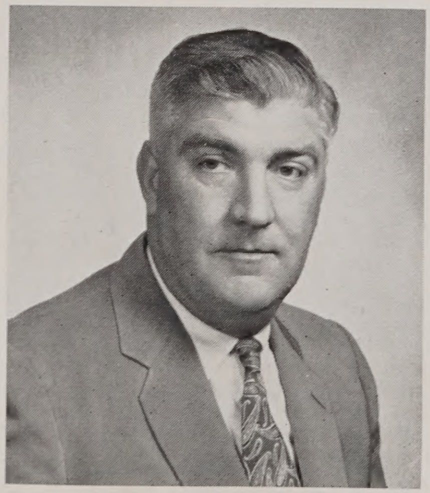
John J. Hayes has been named foreman of the Waste Water Department to fill the vacancy caused by the retirement of Victor Burrell on December 31.

After young Hayes graduated from Dedham High School he took a two-year course in printing at Wentworth, and soon after that, on January 18, 1937, joined Bird & Son as a helper in the Corrugated Finishing Department of No. 1 Box Shop.

Just six months' later his hopes of becoming a printer were dashed by a severe and unfortunate accident to his left hand. It was a long convalescence, but eventually he was able to return to a new career — in the laboratory at the paper mill. For a time he was a paper inspector, and for the last 13 years he has been a laboratory assistant.

As reported in these columns not long ago, John Hayes is a lieutenant in the volunteer section of the Westwood Fire Department. The Hayes family make their home at 17 Grafton Avenue, Islington. The oldest daughter, Carole, works for the Navy Department at Raytheon; John, 16 and Richard, 14 are both in high school and Ellen, 12, in junior high school.

Victor Burrell, whose retirement is reported elsewhere in this issue, has one of the longest records ever achieved — nearly 43 years as foreman of the same department.



John J. Hayes

Why Social Security Taxes Go Up

Your Social Security taxes went up again on January 1st.

Another ½% is now charged on each dollar of your income up to $4,800 a year, making a total social security tax of 3%. Each employer pays a similar amount.

These taxes provide the funds for Federal old age benefits and disability and survivor's benefits.

This year's increase is the seventh since the social security law was passed in 1937. There were no increases at all for 13 years, and then there have been seven since 1950. They are scheduled to increase again to 3½% in 1963, to 4% in 1966 and to 4½% in 1969. Since each employer pays a similar tax, the total tax to provide social security benefits will reach 9% in another 9 years.

Why is this necessary?

In the first place, more and more people are qualifying each year to receive the benefits and this group is growing faster than the country's payrolls.

In the second place, for twenty-three years Congress has been adding to the cost of the system in various ways, generally by increasing benefits across the board. For instance, maximum benefits which were originally $85.00 per month are now $254 per month.

Increases in benefits or in coverage all cost money. The government cannot produce wealth, so it must finance its security program by increasing the taxes. Nobody wants Social Security benefits reduced, so obviously taxes for this government service will remain high. In fact, the problem for the future will be to keep our social security taxes as low as possible while providing the maximum in benefits.

BIRD NEPONSET REVIEW

BIRD & SON, INC. E. WALPOLE, MASS.

January, 1960

Published for the employees of Bird & Son, inc. and their families.

EDGAR M. GROUT, Editor
JOHN J. MURPHY, Adviser

BIRD REVIEW NEWS DIGEST

Vol. 48. No. 2 Published for Bird & Son, inc. employees and their families February, 1960

1960 Advertising Program Announced

Our 1960 advertising and sales promotion plans were announced at roofing and floor covering sales meetings in January and early February. They are designed to attract customers to our many products in each line.

First of all, strong national consumer advertising will continue in full-color in the Saturday Evening Post regularly, February through November. We will be using facing half page units, advertising Floor Coverings on one half and Roofings on the other. A new unit will be added in the form of half page ads running across the bottom of two facing pages, the copy reading right across the full sheet. It is different and has a powerful visual appearance.

But effective advertising cannot stop

(continued on page 6)

R. H. HALL CHOSEN VICE PRESIDENT

Bonnyman, Knight, Beale Also Promoted

The announcement of President Anderson's intention to retire at the end of March has resulted in five major organization changes within the Paper Products Division. First, Ralph A. Wilkins was named to the position of executive vice president, as reported last month. Then the following changes were announced:

Ralph H. Hall — vice president of the Paper Products Division, succeeding Mr. Wilkins.

Harold R. Bonnyman — sales manager of the Paper Products Division.

Paul I. Knight — manager of the Felt Division, reporting to Mr. Wilkins.

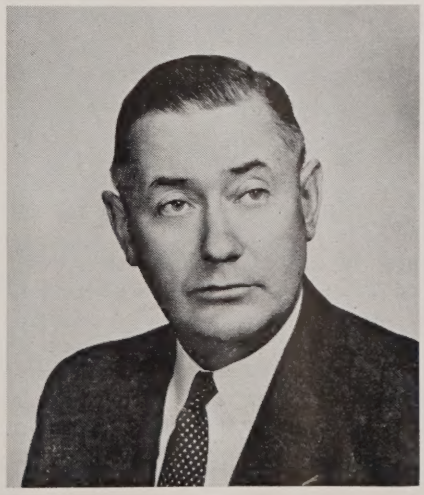
Benjamin Beale — sales manager of the Fibre Box Division, succeeding Mr. Bonnyman.

In the Carton Division, Earle Davis continues as sales manager, with some additional responsibilities. Likewise, William Marland continues as sales manager of the Horticultural and Special Papers Divisions. Mr. Bonnyman's and Mr. Knight's assignments are new positions, established last month.

Ralph Hall was born in Elmwood, Mass., attended East Bridgewater public schools and graduated from Boston University and Harvard School of Business Administration. In 1932 he became a sales trainee in the Floor Cov-

(continued on page 2)

Ralph H. Hall



Harold R. Bonnyman

Paul I. Knight

New Appointments

(continued)

ering Division, but soon transferred to the Carton Division. He sold first in the northern New England area and later in St. Louis. During World War II he was a lieutenant in the U.S. Navy, working on packaging in connection with shipping and preserving Navy supplies. When the war ended he became assistant to the general sales manager for Shellmar Products Corporation at Mt. Vernon, Ohio, but returned to Bird & Son in May, 1949 as assistant sales manager in the Carton Division. In February, 1952 he was appointed sales manager and in January, 1957 was named manager of the Carton Division, directing both production and sales.

The Halls, who live in Sharon, have two children, both married. Spencer lives in Rochester, N.Y. and Cynthia, now Mrs. David Marshall, is in Fredericksburg, Va. with her husband who is at Quantico on active duty with the Marines.

H. R. Bonnyman Had Been Sales Manager Since 1951

Harold R. Bonnyman, who has been sales manager of the Fibre Box Division for nine years, has spent his 21 years with the company in the Fibre Box Division. Starting in July, 1938, following graduation from Northeastern University, he was first a sales correspondent and then a territory salesman in western Massachusetts and southern Connecticut. Serving as a captain in the U.S. Army during World War II, he returned to Bird & Son in 1946 and a year later was appointed assistant to the sales manager. In 1950 he became assistant sales manager, and in 1951, sales manager. In his new position, his headquarters will be at the new Main Office at East Walpole.

In his home town, Westwood, Mr. Bonnyman has served as a member of the Finance Committee for three years and is presently a member of the Town Affairs Study Committee. He was district director of the United Fund drive in Westwood in 1958. He is a former class representative on the Alumni Council of Northeastern and a former class president. He keeps Scottish terriers as pets, and formerly was very active in the Scottish Terrier Club of New England, serving terms as director, vice president and president.

Benjamin Beale

Phillipsdale Headquarters

Paul Knight, born in Maine, graduated from the University of Maine in 1935 with a degree in Chemical Engineering and joined Bird & Son soon after that. He worked in the laboratory of the East Walpole Paper Mill, was foreman of the Beater Room and was named assistant to the general superintendent in 1941. He became assistant superintendent of the Paper Division in 1946 and superintendent of the Phillipsdale, R. I. Felt Mill in June, 1947. He will continue to make the Phillipsdale Plant his headquarters but as manager of the Felt Division will also be frequently at Shreveport where the other Bird felt mill is located.

The Knights make their home in Seekonk, Mass. Anne, their oldest daughter is a sophomore at Syracuse University. Jane, 13, attends Seekonk Junior High School and Rosemary, 7, attends the local grammar school.

New Sales Manager

Benjamin Beale is another man who has advanced through the ranks in the Fibre Box Division. After graduation from Harvard in 1934, he started as a sales correspondent in this box division. In February, 1936 he was assigned to the Massachusetts territory covering the area from Boston west, and including Bennington, Vermont. When his unit of the National Guard was called into service in January of 1941, he entered as a second lieutenant. He became a major during his active duty and was stationed a year in Leyte before returning to Bird & Son in March, 1946. He was promoted in November, 1951 to the position of assistant sales manager, the position he has held until named sales manager in January, 1960.

The Beales live in Westwood where Ben has been very active in town affairs. He is serving his third year as a member of the Finance Committee and his second on the Town Affairs Study Committee.

In Walpole he is gratefully remembered as the man who, although not a resident, was most responsible for organizing the very successful Junior Achievement movement. He was the local director and one of the advisers from 1956 through 1958.

There are four children in the Beale family: Eleanor, 13, is at Windsor School; Susan, 10, is at Deerfield School in Westwood; Benjamin, Jr., 8, attends Dedham Country Day School and Nathaniel, 5, is in kindergarten.

BIRD CLUB NEWS

CRIBBAGE

At the fourth cribbage party of the 1959-1960 season held in East Walpole Brigade Room on January 19 there were 20 players present. The first prize winner was George Kelliher and second prize went to Eino Mannien. George Kelliher was a double winner that night as he also won a basket of fruit. The other basket was won by Lili Petroni. The next party is scheduled for February 16.

NEPONSET CHORAL SOCIETY

With the first month's rehearsing of chorus parts already past, the spring production of Gilbert & Sullivan's "Ruddigore" is well started. Tryouts for the leading parts are being held on Monday, February 8. The results will be announced next month.

BOWLING

As the second half of the season reaches its second week, the Accounting team has the lead with 3 wins and no losses. Three other teams vie for second place, each with five wins and one loss: EMT, FBM and Hill.

We salute new records in the High Single and High Three String categories for the season. Roger Anderson has topped Francesco Petrolini with 139, two points above the old record. Joseph Purpura really knocked down Moe Bader's old Three String record of 356. Purpura's new record — 362!

There are still no changes to report in Girls' Bowling. Mary McDonagh *almost* pushed Doris Reardon off the top spot. Maybe she will before the next issue.

THE WINNERS!

Winners of the awards for the best suggestions of 1959 were announced on January 12 when the three lucky winners appeared before the Administrative Committee. President A. H. Anderson presented a check for $200 to Charles Makarevich whose suggestion "Consolidation of Freight" was considered the best of the year. He was paid a special award of $500 for this idea last June.

Winner of the second prize of $100 was Daniel Hourihan of Phillipsdale. His suggestion "Raise Paper Cutter Unit" had brought him a $350 award just the month before, in December.

Winner of the third prize of $50 was Manuel Oliver for his suggestion "Bermico or Orangeburg Sewer and Drain Pipe." A special award of $120 was paid on this suggestion last February. This will be Oliver's last appearance as a suggestion winner, except for Business Builder ideas. The first of January Oliver was made foreman of the Shipping Department, which excludes him from participation except in the Business Builder category. Oliver has been submitting suggestions since 1926. Although not a prolific suggestor, he has had a good percentage of his ideas accepted, the best one being this one which rated third prize for the year.

3rd BEST SUGGESTION of 1959
BEST SUGGESTION of 1959
2nd BEST SUGGESTION of 1959

BEST SUGGESTERS OF THE YEAR receive their awards from President A. H. Anderson. Charles Makarevich, Main Office, was the top winner. The other two men were from Phillipsdale: Daniel Hourihan, second, and Manuel Oliver, third. This is Oliver's last award, except for participation in Business Builder suggestions, as he was made foreman on January 1st. Standing left to right beside President Anderson are John Andrews, Rogers Weed, Jr., Ralph Wilkins, Lawrence Aherne, Charles Sumner, Wesley Ahlgren, George Condry, John Murphy, Frank Reynolds, David Lowry and Howard Woods.

Regular Awards

Five men received an additional award of $20 for having had five accepted suggestions. Pelligreno Capone, FFN; Frank DeSilva, DPX; Daniel Hourihan, DPIF; Donato Marrollo, FBI and Edward O'Rourke, FBPM9.

Roy Burt, FSV	$25
William Coffin, Jr., FFF	40
Robert Cotter, FFG	25
Frank DeSilva, DPX	20
Daniel Hourihan, DPIF	20
Leo Lamminen, FFJS	20
Donato Marrollo, FBI	20
Manuel Oliver, DPSM	20
Edward O'Rourke, FMPM9	30
John Pelypec, FFF	20
Ernest Smith, FFV	20
Joseph Watkins, FBPM9	20
Pelligreno Capone, FFN	5
Patrick Costello, FBPM7	5
Patsy Famiglietti, FBF	5
Harold Gardner, FKPM1	5
John Green, FFM	5
Frank Herman, FBPM9	5
James Huckabee, FKW	5
Earl Johnson, FSM	10
Cyril Joyce, FKPM1	10
Philip Leon, FSPM1	5
Everett Pyne, FBPM1	5
James Robinson, FKV	5
Hans Warnick, FBV	10
Charles Waterman, Jr., DPRE	10

Long Service List

March

Name	*Year*	*Dept.*	*Years*
John Alexandrowicz	3-16-20	Roofing	40
Earl H. Hanson	3-20-20	No. 1 Box Shop	40
Arthur P. Hassler	3-5-25	No. 2 Box Shop	35
Alice Connolly	3-27-25	No. 1 Box Shop	35
Angelo DeFlaminis	3-1-35	Floor Covering	25
Thomas F. Coyne	3-4-35	Floor Covering	25
Leon Curran	3-4-35	No. 1 Box Shop	25
Christopher J. Doyle	3-4-35	Floor Covering	25
Joseph Silva	3-4-35	No. 1 Box Shop	25
Ernest F. Smith	3-4-35	Floor Covering	25
Fred P. Turco	3-4-35	Roofing	25
Edward J. Walsh	3-4-35	Roofing	25
John J. Foley	3-5-35	Roofing	25
Howard Elias	3-8-35	Roofing	25
Leonard C. Nordstrom	3-13-35	Roofing	25
Patsy Bilotta	3-20-35	Roofing	25
Edward Carberry	3-1-40	Roofing	20
Elsie E. Johnson	3-4-40	No. 1 Box Shop	20
Ralph Surette	3-8-40	Maintenance	20
Thomas E. Miller, Jr.	3-11-40	Roofing Sales	20
Martin Bowers	3-15-40	Power Plant	20
William A. Cormier	3-20-40	Floor Covering	20
Charles P. Daly	3-20-40	Floor Covering	20
Tony Septelka	3-22-40	Floor Covering	20
John J. Phelan	3-22-40	Office	20
Augustus W. Meyer	3-25-40	Floor Covering	20
Frank J. Michienzie	3-25-40	Floor Covering	20
Oscar F. Magnuson	3-25-40	Paper Mill	20
Mary E. McDonagh	3-19-45	Office	15
John Dabrowney	3-6-50	No. 1 Box Shop	10
Charles E. Rafuse	3-13-50	Finishing Mill	10
Samuel J. Cirillo	3-13-50	Roofing	10
Elwood H. Morse, Jr.	3-13-50	Roofing	10
Robert H. Ivatts	3-14-50	Maintenance	10
Leslie L. White	3-15-50	Roofing	10
Edward Abucevitch	3-15-50	Floor Covering	10
Henry W. Ravinski	3-20-50	Roofing	10
Laurence C. Johnson	3-20-50	Roofing	10
Ronald A. Joyce	3-28-50	No. 1 Box Shop	10
George A. Chapman	3-30-50	No. 1 Box Shop	10
Michael O'Toole	3-2-55	Paper Mill	5
Robert F. Morrissey	3-3-55	Floor Covering	5
Albert Alves	3-7-55	R'f'g (Laid off)	5
Bruno DiCicco	3-14-55	No. 2 Box Shop	5
Harold C. Partridge, Jr.	3-14-55	Floor Covering	5
Geraldine Buckley	3-21-55	Office	5
Edward S. Kniolek	3-31-55	Floor Covering	5

New Britain

Chester Bartkowiak	3-4-55		5

Phillipsdale

Timothy J. Harrington	3-11-35		25

Chicago

Rudolph Budz	3-15-25		35
Thomas Cooling	3-31-25		35
Robert Williams	3-14-55		5

Shreveport

Clayton A. Cobb	3-2-50		10
David F. Nance, Jr.	3-6-50	Office	10
Jessie L. Morris	3-10-50		10
John S. Mims	3-10-50		10
Wilton M. Guice	3-13-50	Office	10
Ernest W. Wright	3-15-55	Salesman	5
John D. Anderson	3-16-55		5
Marvin G. Green	3-17-55		5
Roy B. Burt	3-18-55		5
Billie R. Martin	3-18-55		5
Jerry F. Bamburg	3-19-55		5
Alfred Grant	3-20-55		5
Clifton Lindsey	3-21-55		5

Charleston

John L. Nelson	3-20-50	Salesman	10
Clifford Campbell	3-7-55		5
Julian Varnes	3-7-55		5
Jesse W. Brickle	3-14-55		5
James W. Pierce	3-14-55		5
Carl D. Floyd	3-23-55		5
James C. Robinson	3-24-55		5
Luta Wright	3-24-55		5
Arthur L. Wise	3-26-55		5
Roosevelt M. Hood	3-28-55		5
Joe T. Newell, Jr.	3-28-55		5
Sam D. Graham	3-29-55		5
Wattie L. Smith	3-29-55		5
George T. Willoughby	3-30-55		5

Speak in Boston

Fred Turco, foreman of No. 7 Roofing Machine and William Doyle, office methods and procedures analyst, were speakers and members of a discussion panel in Boston last month. Through arrangements made by Training Manager Hank Mathieu, they appeared on the program of the Boston Chapter of the American Society of Training Directors.

Their subject: Problems in production (Turco) and in the office (Doyle) which can be solved through training. The meeting was held at the University Club with 40 people attending.

TOP OF THE NEWS

MAIN OFFICE

Barbara Needle left the Purchasing Department in December to take up housekeeping duties. We welcome back Mary Sitkauskas who replaces Barbara.

Martha Palonen, janitress at the old office building completed 25 years of service on January 21. Her friends in Industrial Engineering, the Plant Hospital and Research, who appreciate the good service she has given all these years, gathered to help her celebrate. They presented her with a leather pocketbook which pleased her very much.

John Shelley, general traffic manager, recently spent two weeks' vacation in Florida.

Welcome to George Allen, new sales trainee in the Fibre Box Sales Division. He replaces Clifford MacWha who left us to further his education.

Welcome also to Richard Surgeon of Lynn who has joined the Sales Promotion Department to assist Wilmer Priest in advertising and sales promotion for the Floor Covering Division.

We were sorry to say goodbye to Ken Pierce, Company photographer and Bird employee for 18 years. Ken has a new position with Mason Neilan. A party was held in his honor at Bob Barbaglia's home in Canton, where Ken was presented with a purse and many wishes for success on his new job.

January 31st was Ferny Flaman Night at Boston Garden. Ferny, who worked in our Floor Covering Sales Department the summers of 1957 and 1958, was given a salute fit for a king. In a 15-minute mid-ice ceremony at which his family was also present, he was given dozens of gifts — a huge cake in the form of a hockey rink, a Rambler station wagon, sterling silver, a color TV set, a stereophonic set, 500 gallons of gasoline, several hundred pounds of meat and many other things. To top it all, the Bruins won over the Montreal Canadiens, 6-5.

Paul A. McGinley has joined the Fibre Box Division and after a brief training period will be assigned to one of the busy territories in Connecticut. This territory was formerly covered by Marshall B. Lee, who is now at the New Britain plant working there on package engineering and special assignments.

We welcome Eunice Rodowsky and Lillian Frederico, new workers in the Credit Union office.

Al Smith was the most surprised man in Walpole on January 19 when he walked into the Lafayette House to attend what he thought was a small Personnel Department party and discovered 50 people gathered to salute his 40th anniversary with Bird & Son. Following several brief talks by some of his friends and associates, he was presented with a table model transistor radio, the gift of those present and many others who could not attend but who wanted to remember the occasion.

At the annual Building Materials Division sales meeting Malcolm Sisson and John Murphy were honored in recognition of their 25th Bird & Son anniversaries which had occurred during the year.

Hal Hillyard was honored at a dinner at the Lord Fox as he left the Sales Promotion Department to go into business in Arizona. We all miss him and wish him the best of luck in his new venture.

James M. Craft has joined the Floor Covering Sales Division, covering a southern territory which includes parts of Louisiana, Mississippi and Tennessee.

PAPER MILL

In honor of Victor Burrell's retirement on December 31 he was given a testimonial dinner at the Floral Club in Wrentham on December 10. About 40 of Vic's friends gathered to salute him that evening and gave him a handsome Movado watch.

Robert Graves has been appointed steward of the Flower Pot Department for the coming year. Best of luck.

NO. 2. BOX SHOP

The Peter Costellos welcomed a boy, Thomas, on January 7.

Congratulations to Joseph Smelstor who became a member of the Quarter Century Club on February 1, and to John Mitchell whose 25th anniversary was Jaunary 31.

NORWOOD ROOFING

Congratulations to Priscilla MacKenzie who became engaged during the Christmas holidays. Be sure to ask her to show you the beautiful ring. The lucky man is Robert DeVoutour of Foxboro.

It is good to see Jim Lowe back to work after a siege in the hospital.

Congratulations to Bob DeFlaminis who was elected town constable in Norwood's recent election.

Clifford E. Smith, Jr. of Westerly, R.I. has joined the staff of our Roofing Laboratory.

Richard Duncan, former Northeastern cooperative plan student, is planning to spend a couple of years in Uncle Sam's Army. He has been accepted for Officer's Training School.

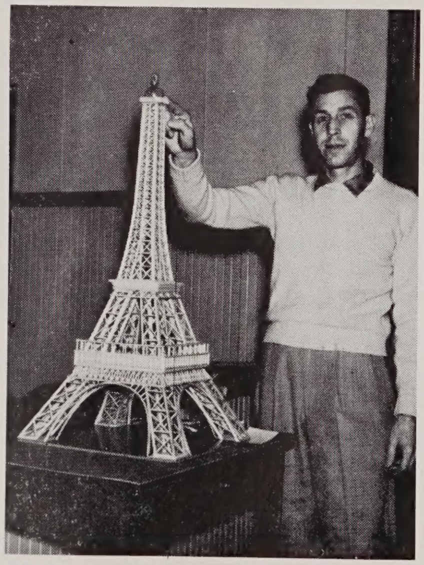
Also planning to enter the service this month is Pete Morton, son of roofing salesman Horace Morton. Pete is presently working in the Roofing Laboratory.

Flash: The Nelson Bartletts are grandparents! A daughter was born the last week in January to their daughter, Jane Ritvo. Mr. and Mrs. Fred Ritvo live in Redwood City, California.

Bertil Ostrom has purchased a home in West Walpole.

It appears that luck comes all at one time. In a month's time Ted Pierce won a set of golf woods, a turkey and $25.00 in the *Boston Record* Social Security number contest.

Welcome back to John Ventresco after a short illness and to Vincento Cappuccio after an accident.



LABOR OF LOVE. This scale model of the Eiffel Tower was made in four months' time by Thomas Cordo of the Floor Covering Design Department. His inspiration was a picture of Tower which appeared in the National Geographic magazine. His material — short strips of discarded waste from floor covering print blocks. It is a beautiful piece of workmanship and was greatly admired when he displayed it at the Floor Covering Office early in January.

FLOOR COVERING

Carl Chellquist has recently moved into his new home in Holliston. During the month of January he also did a STRETCH — jury duty we mean.

Richard Yeomans, former messenger boy and now a mixer helper in the Undercoat Department, has changed his name to Richard Donovan.

We are sorry to see Jeanette Coolidge leave us. She has accepted a position with the American Standard as secretary to the purchasing agent.

Harold Watson, backtender, is the new Union steward in the Undercoat Department.

We welcome Robert Bourne, assistant to the plant superintendent, who will be making his headquarters at the plant office.

Clint Alphen, Linoleum Department clerk, has accepted a position with the Aetna Insurance Co. Good luck, Clint. We shall miss you.

If you want to know anything about the Bruins see Frank Nyborn of the Research Lab. Rain or shine Frankie and his friend Art Keenan are ardent fans. They haven't missed a game this season.

BERRY REFINING CO.

A farewell luncheon was held Thursday, January 21, for Jay Barreirro who left us to complete his college work. He has been attending Indiana University Extension. As he left for the campus at Bloomington, he was presented with a piece of luggage.

We welcome Carl Tucker who is taking Jay's place in the Gary office.

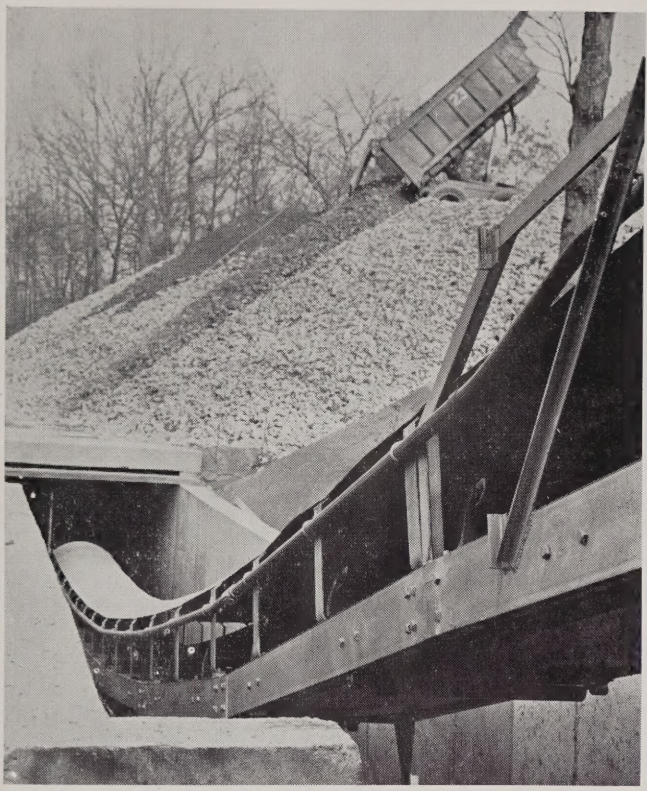
SHREVEPORT

(This is quoted from NOMA, monthly publication "VISITOR"):

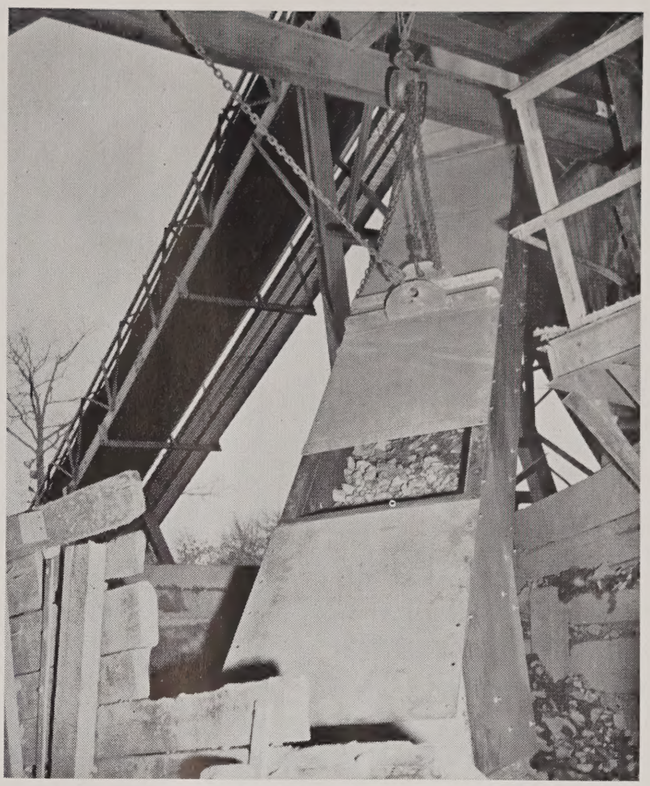
"*The most* meaty and perfectly delivered talks heard in these parts in many a month were calmly and sincerely paneled across the table to Shreveport Chapter members of the National Office Management Association and guests last meeting.

"Anybody who went away without absorbing some sound, clear advice from the solid discussions of FRANK MARKHAM (of Bird & Son, inc.) and ARCHIE SINGLETARY (of J. B. Beaird Corp.) just had his mind on the pretty

(continued on page 5)



FIRST SECTION of the Granule Plant's new conveyor is shown here. Rock dumped at the top of the pile feeds through a ground level hopper onto a long rubber belt which travels up this roller coaster-like arrangement for delivery to the crusher.



OTHER END OF THE CONVEYOR. At the delivery end of the conveyor the rock is dumped into a big chute which here in the foreground is delivering rock into the big mouth of the crusher.

Conveyer System Modernizes Rock Handling at Norwood

For the company, a more convenient method of handling RAW ROCK—

For the community, no more heavy trucking of rock to the Norwood Roofing Plant at night, except in emergencies—

That's what has resulted from the installation of a new conveyor system at the Norwood Granule Plant. The machinery is similar to that at Charleston.

Rock is dumped at ground level over a large tunnel with 10 positions through which it can be fed onto a rubber belt conveyor. In the tunnel is a feed hopper on rails which can be put in position at any of the 10 openings. As the rock is dumped a grid sifts the finer pieces of rock onto the belt first and they act as a cushion, protecting the belt from the heavier pieces. As the pictures show, the belt carries the rock a distance of 270 feet to a chute which dumps directly into the big crusher. Between 600 and 800 tons a day can be efficiently handled.

Still another advantage is the fact that the new method feeds the rock only as needed. Formerly, the big trucks dumped a full truck load into the crusher at once. Then, if the crusher broke down it took a lot of time and effort to dig all the rock out to get to the source of the trouble.

From now on, except in emergencies, all the rock will be trucked in during the day, enough being stored over the conveyor openings to keep the plant operating during the night.

The new equipment was built and installed by the Taunton Engineering Company. Herbert Davis of the Plant Engineering office was in charge of the installation.

The little boy dashed in and breathlessly informed his father that he had just sold their mongrel dog for $50,000!

"For cash?" inquired his dad.

"Well, practically," was the reply. "I swapped him for two $25,000 kittens."

Top of the News

(continued)

little rhinestones of LESLIE GARDNER'S becoming chapeau.

"Me, I heard what the men said, and they have my lasting gratitude for affording us a profitable evening. If someday 'you can't see if your own peanuts are burning,' (OLIUS GUESS) don't say they didn't tell you."

With the flu raging in Shreveport, we have been operating with only a skeleton crew in the office so many of the employees are ill.

Over a recent week end John Evans, Leon Taylor and Kavat Loe visited in Cameron, Louisiana, (down on the coast) with Murray Truax. The four had planned a deep sea fishing trip out in the Gulf of Mexico in Mr. Truax's boat. After a fruitless search, the Sand Trout were located and 28 LARGE fish were caught in some 15 minutes, but luck was not with this group at this time as a gale blew in and they had to head for port. After riding 10-foot waves for some two or three hours and feeling almost beat to pieces, they returned to their tourist court to find that at the same court was the party of the "Fur Queen." This festivity is held each year by the Muskrat trappers and their friends. Lovely ladies were swarming all over the place, but alas! none of our boys was asked to serve as judge. We understand they had a wonderful time.

Moving Day has come at last and we know that the Bill Blues will enjoy their

(continued on page 6)

Advertising Program

(continued from page 1)

there. In both Floor Covering and Building Materials there are also strong supporting promotional programs.

Strong Program

The Building Materials program is a three-pronged one:

1. We are going to promote actively the reroofing business by equipping sales-minded roofers with a lead-provoking program. Mailed by the roofer to local home owners, the promotion is already giving the roofers very fine leads for reroofing jobs. Each area offers a special roofing product: Copper Clipt shingles in the northeast, Cyclone shingles in the mid-west and Colonial Thatch shingles in both southern areas.

Special Promotion for Aluminum Siding

2. Bird-Alcoa Aluminum Siding, introduced in January, will be given tremendous emphasis by Alcoa through advertising media all year long. Not only will there be extensive color advertising in *Life, Look* and many consumer shelter magazines, but there will be full-page, full color advertisements in 176 newspapers across the country and later in the year, advertising of the product on both the Alcoa Hour and Alcoa Presents, two national TV programs. This will be preceded by extensive advertising in the trade magazines to whet the dealers' interest. This is the first time Alcoa has produced a finished siding product under its own name.

Bird is especially well equipped to distribute and sell this new siding because of our strong dealer relationships. When placing a regular order for heavy roofing materials the dealer can at the same time "top load" his shipment with aluminum siding. Thus he can keep supplied with this new product from the warehouses of Bird & Son, which is better for him than carrying a large stock of his own. This will offer him high turnover and maximum profits.

3. Our Wind Seal shingle advertising will be strengthened. While we cannot reveal the advertisements before they appear in print, the Sales Promotion Department tells us that the copy is stronger and more direct than ever before. This is true of both the trade and the consumer advertising.

BIRD THICK-BUTT SHINGLES
QUALITY PRODUCTS
THICK BUTT CONSTRUCTION
NEW ALCOA SIDING is six ways better
BIRD
ROOFS
BIRD WIND SEAL SHINGLES

PRESENTING THE FULL BIRD LINE, including the new Bird-Alcoa Aluminum Siding, at the recent Northeastern Lumberman's Association Convention in New York. Salesman C. P. Parker, Jr. is second from the left and James Conrad, second from right.

Floor Covering Plans

In the Floor Covering Division a major program has been started to promote Bird Floor Coverings throughout the year in the retail market. Bird & Son will encourage retail stores to put on demonstrations and spectaculars in addition to regular window and department displays. And Bird will help foot the bill. Distributors will make a 50-50 share-the-cost offer for all such programs, and through the distributors Bird will assume its share of the expense. One item which will be extensively used is a huge 2-foot by 6-foot sign for the store exterior.

What will be the nature of this new advertising? It will depend on the local dealer — but we expect there will be sidewalk displays, probably music and loud-speaker announcements and perhaps some dramatic demonstrations showing how tough Bird Vinyl Floor Covering can take heavy traffic and come up smiling.

Local newspaper advertising is available to the dealers, too, on a 50-50 basis.

From February through November Bird & Son will carry color advertising in the flooring trade's most important monthly magazine, "Flooring." These striking ads will promote the new Bird Vinyl line, and other new products to be introduced later. This is the magazine which is carefully read by all the distributors and dealers in the business.

Bird & Son has also blazed a new trail in color plate reproductions for the dealers. This year, through a faster program of plate making and printing, these full-color reproductions will be in the dealers' hands at the same time that the new patterns are released for sale. In the past, there was always a delay of 4 to 6 weeks before these printings were available.

Thus, in 1960, when business is expected to be good, but competition very keen, we have a well-planned, continuous and modern program which is making the best use of every advertising dollar.

Top of the News

(continued)

lovely new home, a beautiful colonial type brick, in North Highlands.

Modena Fuller waited two years for this Christmas Holiday when she knew her grandson would make his first visit with them. Charles Fuller was born in Alaska where his father was serving as 1st Lt. on the staff of Judge Advocate General, Elmendorf Air Force Base, Anchorage, Alaska. They are now living in New Orleans as Franklin is Professor of Law at Tulane University.

The Robert Jenkins Family are enjoying their new home on Fern Blvd. despite the fact that they have had a severe bout with the flu.

Ora Miller is proudly displaying a copy of a Eureka, California Newspaper which carries a picture of her son-in-law, James Tignor who is Assistant Director of Public Works and City Engineer of the City of Eureka. Along with his many duties of planning in this busy city, Jim is also Educational Director of the Calvary Baptist Church. We are all very happy about this young man's success as he is credited with planning and supervising the building of our new office building while he was with E. M. Freeman and Associates of Shreveport.

(continued on page 7)

How We Prepare to Elect a National President

When most of us consider the "1960 Election" we think about November 8, 1960, the day when the average citizen casts his vote. To most Americans who take the trouble to vote at all, that's the big day. And many even congratulate themselves on this simple act of responsibility in a free society.

Most of us never stop to think that the choices open to us on November 8, in any given contest, are very limited indeed. It's simply a choice between politician A and politician B, when actually there are literally hundreds of individuals who may be better qualified to fill the post in question. The point is that the process of elimination has already been completed by November 8, 1960. At that time the voter simply chooses between A and B, who are the end result of a long series of choices which take nearly a year to complete. Here is how it works: (The dates differ in different states. Dates given are for Massachusetts.)

One of these selections will take place on September 20, 1960, when A and B become the winners of their respective party primaries. And only a tiny fraction of the voters who turn out in November participate in this candidate selection exercise. The great majority of "independents," for example, eliminate themselves from this crucial contest, because you must declare either Republican or Democrat to get a ballot in a primary. Yet, this is the election which determines who the candidates are going to be in November.

But real selection process goes back even further than that. Three months before the primary, on June 18, 1960, the major statewide candidates get their place on the ballot, by receiving their party's endorsement at their respective conventions — both held on the same day. And the number of people who will participate in this selection is even smaller. They are the delegates to the party convention chosen by members of each city, town, and ward committee in the Commonwealth of Massachusetts. This is the select group of people which really determines the party slates.

And town committee members get their right to do this one month before the conventions, at the Presidential primary, to be held this year on April 26, 1960. That's when the voters elect their town committees in both parties. Town committees choose the delegates who select the party's slate at the convention.

But the whole process really begins about two months before the Presidential primaries — on March 1, 1960. That's the deadline for filing a nomination paper if you want to be on your own town committee.

All through this year of 1960, choices will be made, which ultimately result in politician A and politician B on the ballot in November for the citizen to choose. Choices are being made by people who are active in the party of their choice.

Suggestion to the interested citizen: Call the chairman of your party's town committee, today. Perhaps your voice can be heard in the decision-making process.

Top of the News

(continued)

We were all delighted with a visit from Carol Sherburne Crowe as she was returning home after Christmas to Pine Bluff, Arkansas with her family. Her two boys, Stevie and Scottie, are lovely and Stevie with his "Texas Hat," cowboy boots and a couple of "side-arms" was really cute.

PHILLIPSDALE

Our sympathies are with the family of Paul Johnson and the recent loss of his mother.

Tony Tirocchi, Sr. recently made some kind of a record at the bowling alley when he got 5 pins with his first ball. The trouble was that the pins fell on alley No. 5 when he was bowling on alley No. 4.

Tony DiFonzo is followed to the plant every morning by a stray dog. He calls it his sheep dog.

The standing of the bowling league as of January 27 is very close as far as the top three teams are concerned. This may be noticed from the following:

	Won	*Lost*
Franklins	36	21
Pierce Arrows	36	21
Essexs	35	22
Hupmobiles	25	32
Model T's	22	35
Stanley Steamers	17	40

The first 10 in the averages are:

M. Pino	110 25/57
A. Roy	105 54/57
D. Seeley	104 30/57
W. Kanoskl	103 9/51
R. Mollerberg	102 1/54
H. Lourenco	102 29/48
J. Bebello	101 26/57
R. Pearson	100 4/57
E. Boisvert	100 41/48
R. Nolan	99 47/54

LEWISTON

Harold Theberge is the proud father of a seven pound daughter, named Jolene Frances. Fern Champagne, Harold's sister has become an aunt for the fourth time.

Congratulations also go to Pauline Castonguay on the birth of a seven pound son, named Keith Michael. This also makes Rita Tremblay a great aunt.

We were very happy to hear that Elizabeth McCabe is home from the Hospital, and is recovering from her operation. We hope she will be back with us very soon. We miss her cheery smile.

We extend a welcome this month to Albert Fogg, Olivette Morin, Florence Hooper and Ann Bannister. Ann and Albert are former Bird Employees.

Judith Gillis is sporting a very pretty diamond, but no date has been set as yet.

(continued on page 8)

H. R. Stevens Heads Technical Work

Henry R. Stevens has been appointed technical superintendent at the Floor Covering Plant, effective February 1.

Mr. Stevens, who has been with the company since November, 1956 as felt coordinator, will head up a new Technical Service Department, which is established to provide better control of costs and quality in the operation.

The new department, as described by Plant Superintendent Jack Lockridge, will supervise the functions of the mill laboratory, product quality control, process engineering and printing. Everett Fuller will continue as Chief Chemist, reporting to Mr. Stevens, to direct the work of the development and specifications section. A section head will be named later for each of the other sections: process, quality control and printing.

Mr. Stevens is a native of New York State. He graduated from Syracuse University in 1933 with a degree in Chemical Engineering. From 1935 to 1953 he was with The Flintkote Co. at East Rutherford, N.J., advancing to the post of manufacturing product manager of felt and insulation board. From 1953 to 1955 he was in a consulting business with a partner and from 1955 until November he was quality control supervisor for the Philip Carey Manufacturing Co. at Lockland, Ohio. Since joining Bird & Son in late 1956, he has worked directly for the vice president of the Paper Products Division coordinating felt production.

He is a member of the American Chemical Society, of TAPPI and of the American Society for Testing Materials. Mr. and Mrs. Stevens live in Norwood. A girl, Susan, 13, and a boy, Christopher, 10 attend Norwood Schools.

Psychiatrists say that it's not good for a man to keep too much to himself, and the Department of Revenue says the same thing.

— The Unlaxer

If a man made $7,000 a year and owed about $29,000, of which $5,000 was payable on demand and $7,500 more within a year, he would know what it's like to be Uncle Sam. The difference is seven zeros at the end of the dollar sign.

— Paul Heffernan in the *New York Times.*

Easy on the Eyes

EMILY BANKS, shapely model who has appeared in many Bird & Son advertisements for horticultural products, was elected "Miss Rheingold of 1960" in a nation-wide contest.

If the beautiful model in the current Bird advertisements of Horticultural Products is one of your favorites, consider yourself a good judge of talent. In a nation-wide contest that polled over 20 million ballots, she has been overwhelmingly elected "Miss Rheingold of 1960."

Her name is Emily Banks and her home is in Cambridge, Massachusetts. She's just five feet, seven inches tall, 120 pounds, size eight. And for those of you interested in vital statistics, her measurements are 34-23-34. Among her hobbies — gardening, naturally.

Emily will be adding interest and glamour to the Bird advertisements in florists' magazines for the next several months.

Top of the News

(continued)

CHICAGO

We heard the good news from the Murphys — it's a boy, James Casey, 8 lb. 8 oz. Congratulations! (June Murphy previously worked in the Sales Department as a correspondent. The Murphys now reside in Denver.)

Tony Soltan, Sample Department arrived in Dover, Delaware just in time to become Grandpa once again. This time it is a girl, Susan Elizabeth.

Jimmy Stanek, Machine Shop, reports having a wonderful vacation in Arizona.

We extend our sympathy to Ed Doran, Compound Department, on the loss of his brother.

The man of the year is Otis Washington, Take Off Man No. 6 Machine, who has ten children. Any challengers from Bird's — East, South, or West?

Ulysses Miller, Clean Up Department, spent his vacation painting and repairing his two-flat. Miller believes in clean up at home or abroad.

Slim Wilson, Tractor Driver, for Clean Up, is on his 1960 vacation repairing his two flat — a Christmas present.

Sales Contest Winners

In the Floor Covering Fall Bull's-Eye sales contest there were eight winners. Edwin Guise from Area A led the pack, then followed two men from Area B, David Sullivan and Ralph Maraist. The others, all from Area C were Fred Jakel, Thomas Dunlevy, Thomas Paquette, Seymour Matuson and William Anderson.

Fred Jakel was way out front in the Christmas contest winning first place by hitting 145.2% of his November and December quota. William Anderson and Chester Albert were the other winners, Bill with 103.6% and Chet with 103.1%.

Paul DeChellis won the Field Manager first prize for the highest percentage of volume against his field quota in the Bull's-Eye contest. Walter Wright was second.

BIRD
& SON, inc.
Established 1795

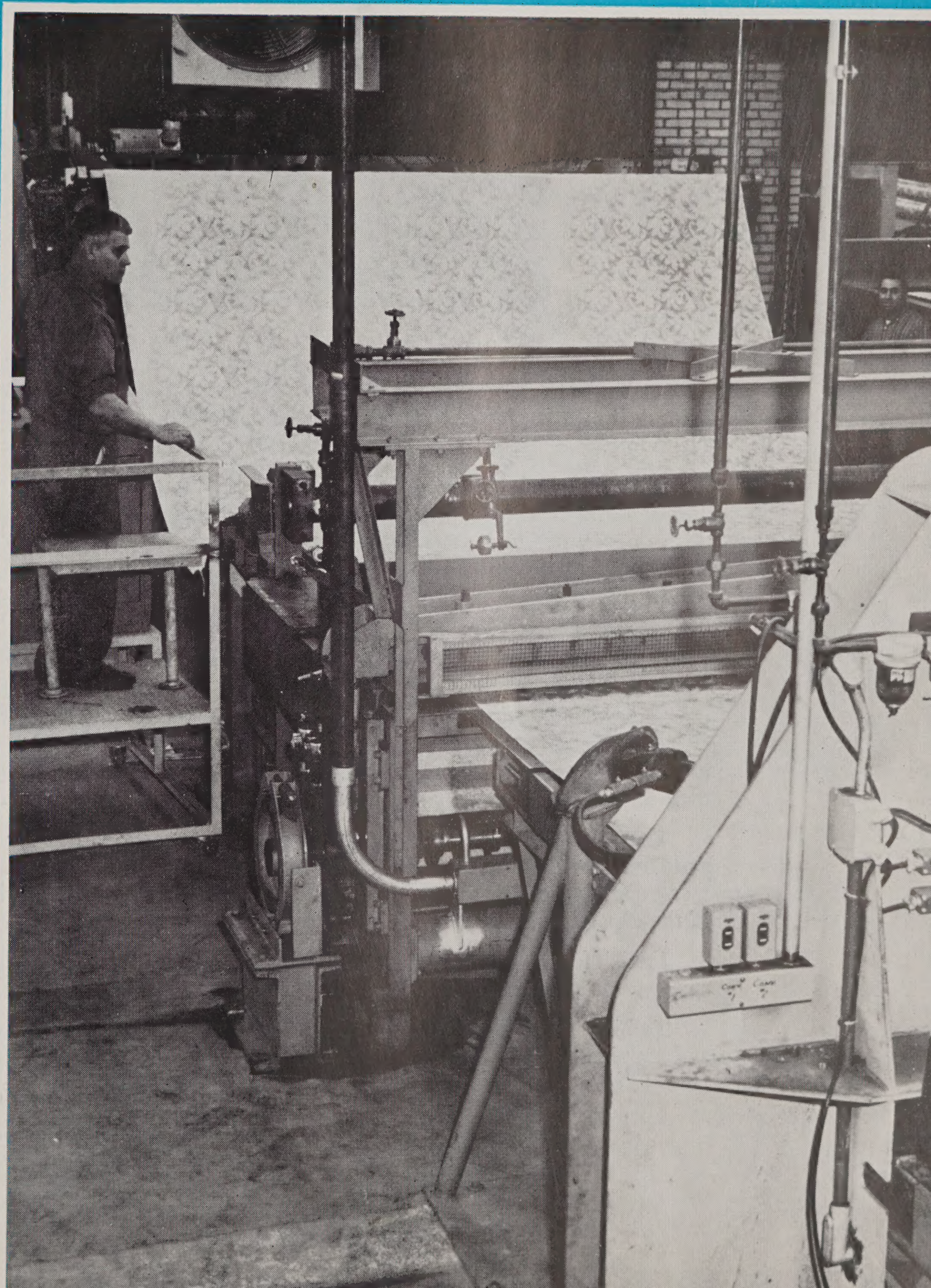
E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD NEPONSET REVIEW

MARCH 1960



nnual Report
r 1959

resident
nderson
etires

ew
ppointments

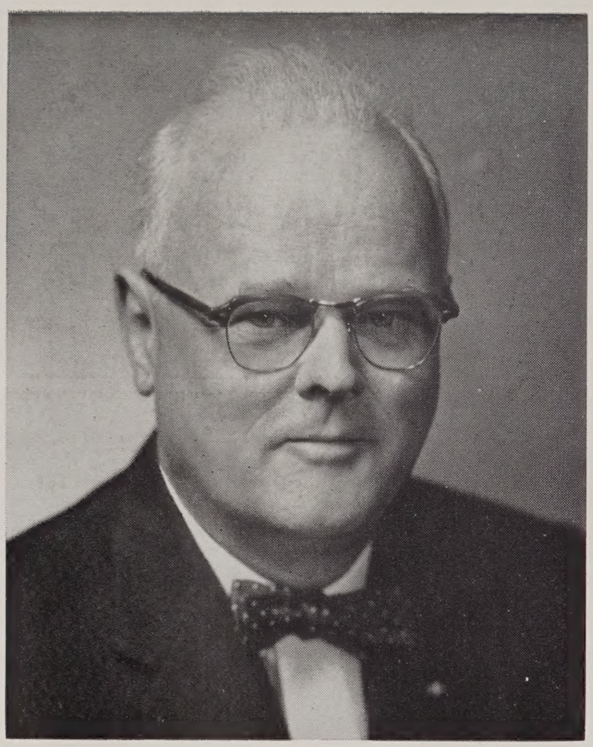
hampions!

ur Red Rivals

Cover Picture

ections highlight the beauty
Bird Vinyl Rugs at the new
ection and cutting unit, Nor-
d Floor Covering Plant. Nel-
Wilbur is at the controls
ch can be set to cut rugs
ny length from the 12-foot
e sheet.

l. 48 No. 3



AS I end my years of active service with Bird & Son, I want to express my gratitude to all of you as friends and co-workers. Your good wishes mean a great deal to me. Your friendship and cooperation throughout the years mean even more.

It is a long look back to the day I started, 42 years ago. The hard work and devotion of a great many capable people down through the years have brought this company nation-wide recognition and tremendous respect for its products. Those of you who have been with the company for many years will agree with me, I am sure, that it has been a great satisfaction to observe that growth and to have participated in it.

It has been a rare privilege for me to serve as president for nearly 14 years. I take pride in our accomplishments together. Of course, I leave with regrets, too — regrets at losing the close association of day-to-day contacts; and regrets at leaving some tasks still unfinished for others to complete. I am confident, however, that the groundwork has been laid to see these tasks through to ultimate success. I am equally sure that this fine company has a great future.

The 1960's will be significant years for producers of materials for the home and containers for the shipment of goods. We have a strong organization and many quality products in production and in development which will be needed in the expanding markets of the next ten years.

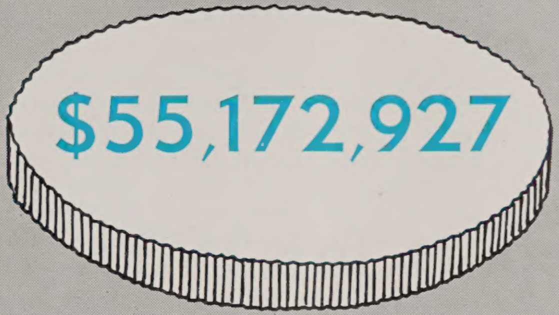
I solicit for my successor, Mr. Wilkins, the same enthusiastic and dependable support and cooperation you have given to me.

To him and to all of you and yours I wish good health, good luck, success and happiness.

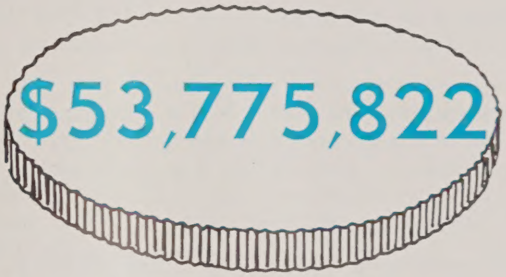
A. H. Anderson
President

SUMMARY OF ANNUAL REPORT FOR 1959

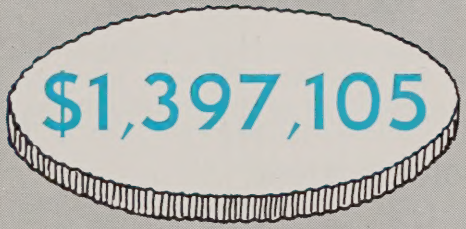
This is What We Took in
(Total income from all sources)

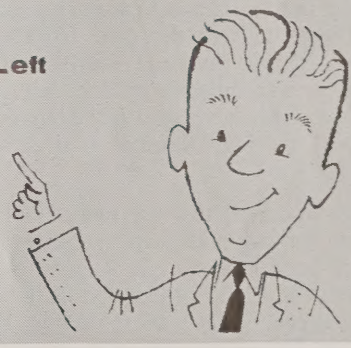


This is What We Spent



This is What Was Left





Here's How We Used What was Left:

Dividends to
Stockholders

$509,387

Reinvested in the
Business ($500,000
of this will be used
for the 1960 payment
on our loan)

$887,718

SEE FOLLOWING PAGE FOR DETAILS

Annual Report for 1959

THE year 1959 showed a recovery from 1958, when net earnings were only $625,154. Earnings in 1959 climbed back to $1,260,152, but were still not up where they should be.

In accomplishing this result, Bird & Son, inc. sold more goods than in any previous year and had the highest dollar volume of sales — $54,886,175. The profit, or net earnings, on this sales volume was only 2.3% — lower than the rate of interest generally paid today on savings accounts.

These results again illustrate that a high volume of sales, while good in providing employment and earnings to employees, does not necessarily mean a substantial profit to the company.

The reason why our net earnings are still not as high as they should be in relationship to the volume of business lies chiefly in the difficulties we experienced in making our major change over to the new 16/4 unit for vinyl floor coverings. Thanks to some excellent teamwork, our new construction was finished on schedule. However, start-up difficulties, which have now been largely overcome, caused our Floor Covering Division to operate at a loss during all of 1959.

We are confident that the new Vinyl line, in widths up to 12 feet and with its many popular colors and patterns, will prove itself in 1960. As those who work at Floor Covering well know, the production of Enamel Surface Floor Covering is practically a thing of the past. Last year about 13% of our Floor Covering business was in Enamel Surface material. The absolute necessity for developing high production of Vinyl coverings has thus been proven beyond any doubt.

The volume and the earnings in the Paper Division were satisfactory. Likewise the Industrial Division showed progress in both of these categories.

Building Materials Division tonnage was the highest in the company's history. Fortunately, selling prices improved, too, though they never climbed back to the 1957 levels from which they toppled in 1958.

The figures in this report are for Bird & Son operations only. Money received from the Berry Refining Company operations and other subsidiary operations has not been included, in order to show an accurate picture of how the Bird & Son divisions turned out.

WAGES AND SALARIES

Wages and salaries reached a new high, with a total of $16,482,439 paid.

EMPLOYEE BENEFITS

More money was spent for employee benefits, too. $2,270,293 was paid out for vacations, holiday pay, group insurance, pensions and other similar benefits.

TAXES

As earnings climb, taxes mount, too. Thus taxes in 1959 were far higher than the year before. The Federal tax bill was $915,000 and state and local taxes totalled $623,416.

RAW MATERIALS

Our largest single item of cost is always that of raw materials and supplies. The total cost was $28,953,459, representing 53.6% of all costs and expenses.

IMPROVEMENTS

For modernization of machines and plant additions we spent $2,335,600. A large portion of this was for the 16/4 floor covering unit. The cost of this installation was spread over 1958 and 1959, the major portion being paid in 1959.

LONG TERM DEBT

Because of refinancing in 1958, no payment on the debt of $8,000,000 was made in 1959, but $409,404 was paid for interest on this and other short-term borrowing. At the end of the year $500,000 was set aside from earnings for payments due in 1960.

STOCKHOLDERS' PAYMENTS

Common stockholders received payments of 70¢ a share. This compares with 55¢ paid in 1958 and is considerably less than the $1.00 paid in 1957 and the $1.25 paid regularly for several years before that.

WHAT ABOUT 1960?

We expect all divisions of Bird & Son to enjoy a good volume of business in the remaining months of 1960. The Paper Products and Industrial divisions should continue to operate on a satisfactory basis. Prices are very competitive in the Building Materials Division, but our volume is expected to increase. The difficulties in our Floor Covering Division are being solved. There is a great demand for both our Vinyl and Linoleum products, and we expect much better volume and an improvement in earnings in this division.

An improvement in our over-all operations will not only be welcome; it is a necessity if we are to continue to be a strong and successful company. We are obligated first of all to pay off our long term debt of $8,000,000. We must then provide funds for further expansion, modernization and research, as well as make adequate provision for salaries, wages and payments to stockholders. New products like Termibar, the Wind Seal Shingle, Aluminum Siding, new types of floor covering and paper products, must be developed and introduced. All this takes money. But unless we stay strongly competitive we quickly lose both the volume and the earnings which are necessary for our very existence.

This is the last annual report I shall make to you. Each year as we reported our successes and our difficulties I have tried to emphasize the importance of building a strong, sound organization. We cannot plan just for this month or this year. We must plan for the future, too. That has been a fundamental policy of Bird & Son's officers and directors for many years.

You have an interesting and challenging future before you with every indication that this business will prosper. The decade ahead should be a good one for the home building and paper industries.

As I stated in my special message at the front of this magazine, I wish your new president and all of you success, health and happiness.

President

Highlights of 1959

✓ Net sales were $54,886,175.

✓ Net earnings (profit) after taxes were $1,260,512.

✓ $16,482,439 was paid in wages and salaries.

✓ $2,270,293 was spent in addition on employee benefits.

✓ $509,387 was paid in dividends to 2,684 stockholders.

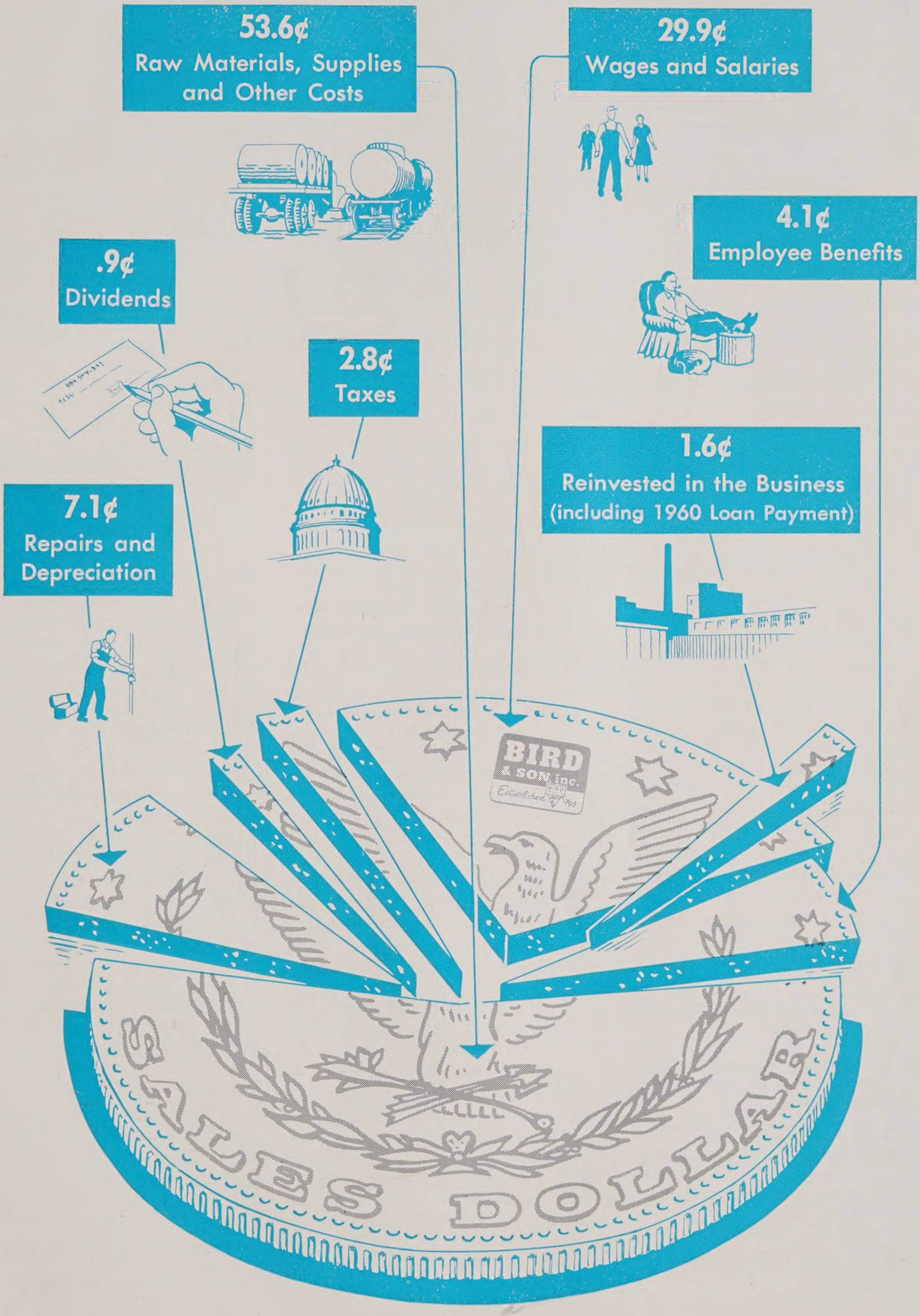
✓ 53.6¢ out of every sales dollar went for raw materials and supplies. The next largest item was wages and salaries which took 29.9¢ of every sales dollar.

✓ After all operating expenses were paid, only 2.5¢ remained of each sales dollar. Less than 1¢ — .9¢ — was paid out to stockholders; 1.6¢ was reinvested in the business, but more than half of this had to be set aside for a half-million dollar payment on our loan in 1960.

How the Money

We took in from Bird & Son, inc. operations:		
From sales of our products to customers		$54,886,175.00
From interest, royalties, etc.		150,159.00
Operating income		$55,036,334.00
We spent:		
The following amounts necessary to keep the plants operating:		
For raw materials, supplies and other expenses		$28,953,459.00
For depreciation, obsolescence, etc.		1,668,020.00
For repairs		2,263,432.00
For research and experimental expenses		190,359.00
For interest on long-term debt, etc.		409,404.00
For state and local taxes		623,416.00
		$34,108,090.00
For employees:		
Salaries and wages	$16,482,439.00	
Employee benefits	2,270,293.00	18,752,732.00
		$52,860,822.00
Balance of operating income before federal income taxes		$ 2,175,512.00
Federal income taxes		915,000.00
Net earnings (profit) from Bird & Son, inc. operations		$ 1,260,512.00
Preferred and Common dividends to stockholders		509,387.00
Balance of Bird & Son, inc. operating income		$ 751,125.00
We received interest and dividends from our subsidiary and affiliated companies		136,593.00
Total amount reinvested in the business		$ 887,718.00
Less — Payments due on long-term debt in 1960		500,000.00
Net balance available for reinvestment in the business		$ 387,718.00

Was Spent in 1959



President A. H. Anderson Honored

Retiring this month after 42 years of service

IN honor of his approaching retirement, President Axel H. Anderson was saluted at the March supervisory meetings, one on March 10 for the local plant supervisors and one on March 15 for the office group.

At the first meeting, after the business session, Mr. Anderson was presented with a beautiful scroll, extolling his qualities as a leader and friend, and was handed a gift package. Inside was a miniature safe, a replica of the large, fireproof safe for his home which was given him by a host of Bird & Son associates. A leather-bound book was also presented to him, containing the names of the contributors from every division of the company.

The scene was repeated the next week at the supervisor's meeting for Main Office personnel. Mr. Anderson was also honored earlier in the year by the Phillipsdale supervisors who gave him an eight-day alarm clock with a barometer and thermometer.

Important Contribution

President Axel H. Anderson's forty-two years of noteworthy services encompass many important contributions to the growth of the company. During his term as president he has followed the tradition of the company's first president, Charles S. Bird, Sr., by developing both a growing organization and a wide diversification of products. He has in addition led the company into new, broader fields of operation.

Here is a list of some of the achievements made during his presidency by Mr. Anderson and his associates.

- **Building the $2½ million roofing plant at Charleston, S.C.**
- **Building the $3 million unit for 16/4 vinyl production at Norwood.**
- **Establishing new set-up plants for shoe cartons at Lewiston, Me., and Manchester, N.H.**
- **Establishing a sheet plant for fibre shipping cases at New Britain, Conn.**
- **Constructing a new Felt Mill at Shreveport, La.**
- **Purchasing the George W. Dinsmoor Company at Lawrence, Mass.**
- **Reorganizing the Berry Asphalt Company, arranging for its sale, and establishing the Berry Refining Company of Gary, Indiana.**
- **Purchasing W. J. Hill, inc. at East Walpole**
- **Building a new Main Office at East Walpole**
- **Introducing the following new products:**
  - **Bird Architect Shingles**
  - **Bird Wind Seal Shingles**
  - **Bird Vinyl Floor Coverings**
  - **Bird Tie Pads**
  - **Termibar**
  - **Several new horticultural and special paper products.**

As Chairman of the Board of Bird Machine Company, Mr. Anderson has had a part in the establishment of the Bird-Johnson Company for manufacturing and selling controllable pitch propellers and the Bird Engineering Company for the building of rotary printing equipment.

New Methods

His achievements as treasurer, and in his early years, as auditor, were just as significant. When he arrived in 1918 the company was struggling to rebuild an antiquated accounting system. Until the early 1920's, the accounting department worked nights, weekends and even around the clock to prepare figures for the annual meeting which was then held in February, not March. When special reports were needed it was not at all uncommon to work right through from 8 A.M. one morning to 5 or 6 P.M. the next evening. Through more modern methods and strengthening the accounting departments, the work load was reduced and the preparation of reports greatly improved.

Cost System

In 1921 the punched card system was installed. By 1922 Mr. Anderson and his associates had developed a departmental cost system and books that would produce cost statements of individual products. Two years later a complete plant accounting system had been established, providing a card record of every machine.

Under Mr. Anderson's direction as treasurer, accounting and office procedures were kept up-to-date and operating with a high degree of efficiency. Also during these years the company began its great expansion program with the purchase of the Berry Asphalt Company in 1935, the opening of the Shreveport plant in 1937, and the construction of an insulating board plant at Phillipsdale in 1942.

Many Interests

Mr. Anderson's retirement will not mean that he drops all business and professional interests. He remains on the board of directors of Bird & Son, Bird Machine Company and Berry Refining Company. He will also continue as Chairman of the Board at Bird Machine Company and at the Berry Refining Company. He will continue as a member of the board of directors of Merchants National Bank, Arrow Mutual Liability Insurance Company, Knox, Inc., Giltron, Inc., Charles I. Allen Co., Inc. of Terryville, Conn. and the Peabody School for Girls. He will also continue on the Advisory Board of the Salvation Army of New England, and as an Honorary Trustee of the Norwood Hospital, the organization which he served with distinction from 1919 to 1953. For 16 years he was vice president and for the last six active years, president.

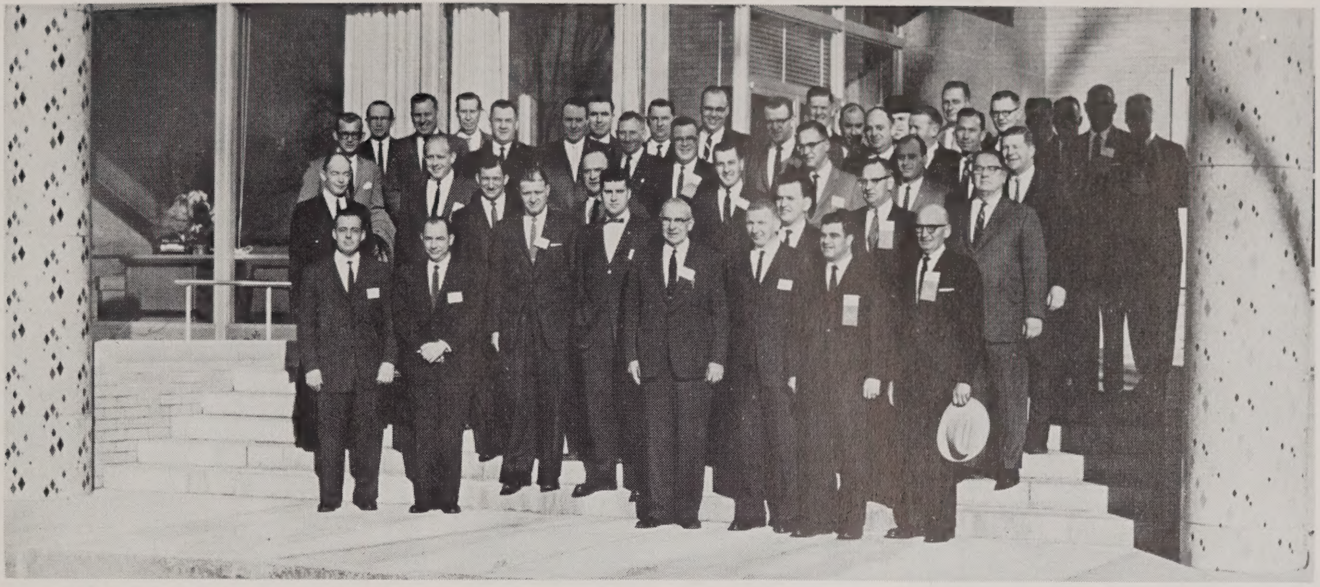
Mrs. Anderson Is Nationally Known

Mr. Anderson is not the only member of his family to earn recognition for service to the community. Mrs. Anderson has been on several important local committees and is nationally known for her church work.

At present she is a member of the executive and advisory committees of the General Council of Congregational Christian Churches and a member of the board and on the Executive Committee of the United Church of Christ. She was formerly very active in the Massachusetts Congregational Christian Conference, serving in 1959 as first woman Moderator of the Conference. In the past she has served on its Board of Trustees and as president of its Women's Organization. She is a former commissioner of the Walpole Council of Girl Scouts and was for six years a member of the Walpole School Committee.

A son, Gilbert, is executive vice president and treasurer of Knox, Inc. and Giltron, Inc. of East Walpole, president and treasurer of Applied Engineering, Inc. of East Walpole and president and treasurer of Fluid Power Components, Inc. of Bridgeport, Conn.

(continued on page 7)



FROM ALL OVER THE UNITED STATES floor covering salesmen came in February to attend the first general sales meet-up for the division since 1956. As they arrived and were greeted by local executives this picture was taken on the steps of the main office. Rolls of 16/4 Vinyl Floor Covering flank the group.

Long Service List

April

Name	*Year*	*Dept.*	*Years*
Elton E. Hamilton	4-14-20	Floor Covering	40
John E. O'Donnell	4-22-20	No. 1 Box Shop	40
Ralph L. Watson	4-3-25	No. 1 Box Shop	35
Bernardo Maini	4-7-25	No. 1 Box Shop	35
Ralph V. Thayer	4-30-25	Finishing Mill	35
Robert A. Beattie	4-21-30	Rfg. Sales Mgr. N.E. District	30
John P. Bailey	4-5-35	Roofing	25
Peter Karkota	4-8-35	Floor Covering	25
Karl B. Eklund	4-8-35	Roofing	25
Walter E. Erker	4-15-35	Floor Covering	25
Ernest E. Frank	4-16-35	Power Plant	25
George L. Kozak	4-23-35	Roofing	25
Joseph M. Sastavickas	4-23-35	Floor Covering	25
William W. Cherry	4-24-35	Floor Covering	25
Stephen Connor	4-24-35	Floor Covering	25
Wallace V. Macdonald	4-24-35	Floor Covering	25
Antonino Renda	4-24-35	Roofing	25
John P. Glebauskas	4-25-35	Floor Covering	25
James A. Twohey	4-2-45	Floor Covering	15
John Glebus	4-23-45	Maintenance	15
Kenneth Marsh	4-17-50	Paper Mill	10
William F. Hayes	4-20-50	Floor Covering	10
Thomas Flaherty	4-24-50	Paper Mill	10
Joseph T. Doyle	4-4-55	Office	5
James D. Smith, Jr.	4-4-55	Roofing	5
Paul Treeful	4-5-55	No. 2 Box Shop	5
Sigurd J. Johnson	4-12-55	Finishing Mill	5
Philippe Milot	4-13-55	Floor Covering	5
Bertha K. Yadisernia	4-13-55	Office	5
Norman D. Olson	4-14-55	Roofing	5
Anthony H. Grosso	4-18-55	No. 1 Box Shop	5
Angelo LaSalvia	4-18-55	Finishing Mill	5
George A. Mather III	4-22-55	No. 1 Box Shop	5
Michael King	4-26-55	Paper Mill	5
Robert A. Noonan	4-26-55	No. 1 Box Shop	5

PHILLIPSDALE

Everett A. Rockwood	4-15-25		35
William H. Queenan, Jr.	4-5-40		20

CHICAGO

James E. Stanek	4-8-25		35
Ernest Jacobs	4-25-25		35
James J. Hopkins	4-3-35		25
Frank Aldrich	4-8-35	Salesman	25
Agnor C. Oberg	4-9-35		25
Faite Rudolph	4-26-35		25
Bernard J. Van Brussell	4-26-35		25
Nazareth Peters	4-30-35		25
John M. Hickey	4-1-55		5

SHREVEPORT

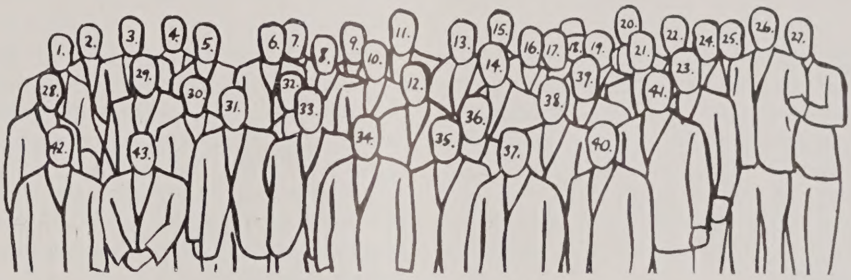
Augusta Taylor	4-16-45		15
Leo J. Hogan	4-5-50		10

GLENWOOD

Harry Davis	4-26-55		5

CHARLESTON

William K. Price	4-8-40		20
Herman Matthew Myers, Jr.	4-11-55	Salesman	5
Gilbert Wiggins, Jr.	4-13-55		5
John T. Mitchum	4-26-55		5
John Henry Burn	4-28-55	Office	5



Numbers in artist's drawing indicate the individuals as follows:

1. Richard Surgeon
2. Richard Murphy
3. William Anderson
4. Edwin Guise
5. Victor O'Sullivan
6. James McComb
7. Phillip Macchi
8. Arthur LeBlanc
9. Arvin Disher
10. David Sullivan
11. Harvey Quast
12. John Marsicano
13. Alden Robinson
14. Richard Eklund
15. Richard Tanis
16. Paul DeChellis
17. William Evans
18. Alexander Garner
19. Walter Wright
20. Kenneth Foster
21. Joseph Rogers
22. Chester Albert
23. Charles Sumner
24. Robert Roguski
25. Thomas Paquette
26. Ralph Maraist
27. Robert Garner
28. Wilbur Priest
29. Parks Stewart
30. Robert Ondilla
31. Michael Cummings
32. Howard Cartwright
33. Robert Kirby
34. Frederick Bagley
35. Charles Mills
36. Albert Macchietto
37. Anthony DeBenedictis
38. Thomas Dunlevy
39. Roland Patrick
40. Fred Jakel
41. Ralph Wilkins
42. Thomas Ward
43. James Craft

A. H. Anderson

(concluded)

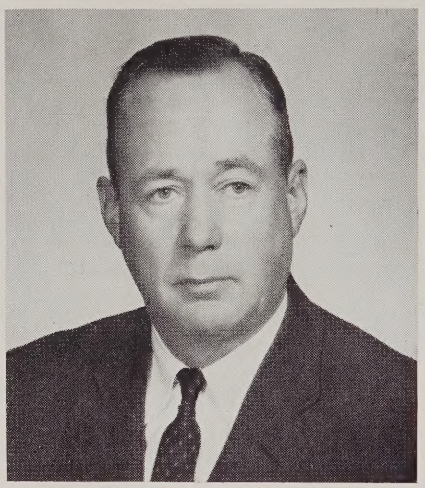
Their daughter is Mrs. Joseph (Betty Anne) Wissman of East Walpole.

The Andersons will divide their time between their East Walpole residence and their home at Osterville on Cape Cod. Will they travel? "Perhaps, later," says Mr. Anderson, "but right now I'm looking forward to a good long vacation down on the Cape, doing as much or as little as I want."

More Organization Changes

in Building Materials, Floor Covering, Paper Divisions

Philip C. Johnson



Richard H. Emerson

EFFECTIVE March 1, 1960 Philip C. Johnson was appointed assistant to the vice president for Sales in the Building Materials Division. Mr. Johnson, who has been general manager of the Western Division since May, 1952, arrived in East Walpole on February 29 to take over his new duties.

At the same time Richard H. Emerson was advanced to the position of general manager of the Western Division. Mr. Emerson had been serving as assistant general manager since last November.

This move is an indication of the growth experienced by the Building Materials Division in the last few years as well as a preparation for still further expansion expected in the future. "The new assignment has been given to Mr. Johnson to insure this continued progress in sales," said Vice President Rogers Weed, Jr.

Mr. Johnson first joined Bird & Son as a salesman in 1938. He is a native of Steger, Illinois, a suburb of Chicago. He received a Liberal Arts degree from the University of Illinois in 1930 and immediately began a successful selling career. For a time he sold for an oil refining company and for four years prior joining Bird & Son he was a salesman for Firestone Tire and Rubber Co.

His first assignment for Bird was in Nebraska. Later he had the Cleveland territory, leaving in 1945 to become sales manager for the State Supply Company of Cleveland. Two years later he became the mid-western representative for Harvey Whipple of Springfield, Mass., rejoining Bird & Son as a sales representative in 1949. He was appointed Central Division sales manager in 1951, assistant western manager in January, 1952 and general manager of the Western Division in May, 1952.

There are four children in the Johnson family. Philip, 23, married and living in Chicago; Kenneth, 19, at DePauw University, David, 14 and Jennifer, 7. The Johnsons will soon be moving to their new home in Dover, Mass.

Richard H. Emerson, the new general manager at the Chicago office, joined Bird & Son in November 1933, soon after graduation from Yale College. He covered territories in Pennsylvania and Eastern Connecticut before being promoted to sales manager of the New England District of the Building Materials Division in November, 1951. The Emersons formerly lived in Wellesley.

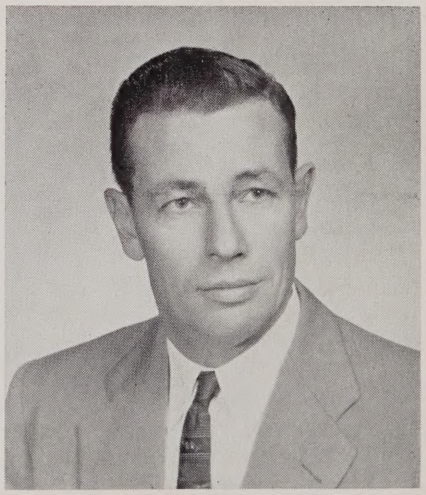
Announced in February

SEVERAL more organization changes were announced in February:

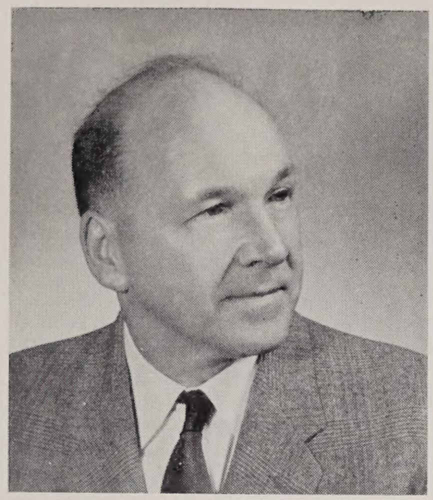
On February 8 Walter C. Rockwood, Jr. rejoined Bird & Son as sales service manager in the Fibre Box Division. The same day Benjamin Baranowski was appointed night foreman in charge of all night operations at No. 1 Box Shop. To fill his former post as foreman of the Corrugated Case Finishing Department, John P. Walsh was selected.

Late in January Robert Bourne, formerly with the Kendall Company, came to Bird & Son as assistant to the Floor Covering Superintendent, Jack Lockridge.

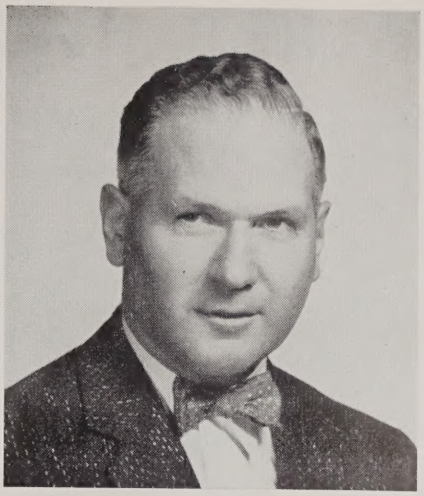
Walter Rockwood is a former Bird worker, with the company for 12 years to 1951. He was first a factory worker at East Walpole and at Norwood Roofing in 1939. Later he became a clerk at No. 2 Box Shop, from which post he entered military service. Returning to civilian life in 1946, having advanced to the rank of First Lieutenant in the Marine Corps, he became a correspondent and sales trainee in the Carton Division. Before leaving the company in 1951 he was for a time sales representative in the St. Louis territory. For the past 8 years he has been in the construction business, operating his own home construction busi-



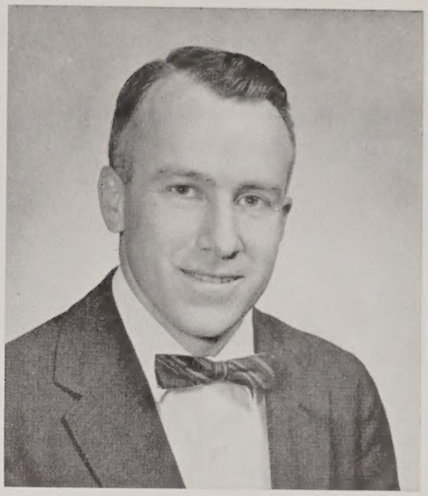
Walter C. Rockwood



Benjamin Baranowski



John P. Walsh



Robert Bourne

ness since 1958. He was educated in Walpole schools and at Massachusetts State College and Bentley School of Accounting. In rejoining the company, he fills the position made available when Benjamin Beale was named sales manager.

The Rockwoods live in Walpole, where Walter has been active in community affairs. He has been a member of the Town Planning Board since 1952 and was its chairman in 1955-1956. He has been assistant building inspector since 1957, and is presently secretary of the Walpole Rotary Club.

There are four children in the Rockwood family: Robert, 15, whom many Bird people know as a promising hockey and baseball player, Alan, 11, Patricia, 7, and Thomas, 4.

Night Foreman

Benjamin Baranowski is filling the vacancy of night foreman which occurred with the recent death of John Goonan. Baranowski's Bird & Son career started in February, 1932, soon after graduation from Walpole High School. For years an experienced printer-slotter operator, he became foreman of the Nailing Machines Department in 1941 and foreman of the Corrugated Case Finishing Department in 1949. When the nailing machines were transferred to New Britain in 1954 he went to Connecticut and helped set up the new department there.

The Baranowskis are East Walpole residents. The oldest daughter, Barbara is at the University of Massachusetts. Raymond, 17, Peter, 12 and Jean, 9 attend the Walpole schools. In East Walpole "Baranowski" is almost a synonym for scouting. At least you can't think of scouting without thinking of Ben. He has been either a scout or a scoutmaster for 33 years, and still serves as the scoutmaster of Troop 30 in East Walpole. In 1958 as an expert pistol shooter, he traveled with the local police team to West Point to participate in a national competition. He has been a member of the Walpole Auxiliary Police force since it started in the 1940's.

Corrugated Finishing Dept.

John P. Walsh was hired by Bird & Son for his first job soon after graduation from Norwood High School in 1926. He later left for a year to work in the Northwest, but returned to Bird & Son in 1928. His first assignments were in production at No. 1 Box Shop. After six years he was made a clerk, and from the early 1940's to 1956 he was planning and scheduling clerk at No. 1 Box Shop. Since then he has been substitute foreman, also continuing with some planning work.

Before the Employees Mutual Benefit Association was dissolved several years ago, Jack served a number of years as its secretary. He has also been active in the Bird Club. A most recent achievement, has made him proudest of all; he has become a grandfather. Little three-months old Elaine Marie Waseleski of Foxboro is the daughter of John's daughter, Evelyn.

Production Assignment

To work in production at the Floor Covering Plant, Robert Bourne of Walpole joined Bird & Son in January. His first assignment, as assistant to the superintendent, is to conduct studies to establish a better flow of production information. He had previously worked 9 years as an administrative assistant at Kendall Mills, is a native of Brooklyn, N.Y., attended public schools in White Plains and graduated from Brown University in 1948.

Local residents know Bob as the very active chairman of the Walpole Chapter of American Red Cross from 1954 through 1959. Last year he was president of the Stone School P.T.A., the school which three of his children attend: Richard, 10, Susan, 8 and Randall, 7. It won't be long before the fourth child, Stephen, 3½, will be in school, too.

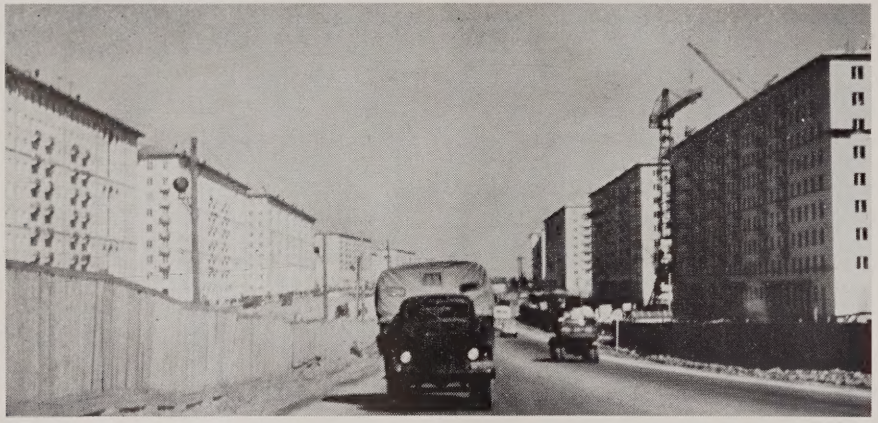
Retired in February

LAWRENCE M. DOANE, 115 Mylod Street, East Walpole, retired February 29, after 44 years of service. Worked for many years in the Cartridge Cutting Department, was department foreman from January, 1919 to September, 1943, when the department closed. Then was foreman in the Flower Pot Department until May, 1951. Since then, assistant storekeeper. Also worked for the company from 1908 to July, 1916. His continuous employment is from October, 1916.

OUR RED RIVALS

© by Harold Mansfield

(continuing the account of Mr. Mansfield's visit to Russia in September 1958)



CURRENTLY HIGH on Russian list are new apartments, all of them similar to these shown under construction in Moscow. They are plain and crowded but "much better than what we had before" say the people. (Mansfield Photo)

VII

When you step into a Russian savings bank, an institution rapidly growing in popularity, you think you might be in a small U. S. post office. There is the writing counter against the wall, and across from it two or three attendants' windows. Behind the partition, some women are sorting deposit slips in a shallow wood box. You watch them do their addition on Chinese abacus counting frames, adroitly clicking the beads of the ancient devices that you have also seen used in all the stores.

The manager of the bank, a man in his mid-thirties, unharried, accommodating, invites you to the back office. You feel that you have been here before, and then remember it is an old farmhouse kitchen you are thinking of, with its squarelegged board table in the center. The manager apologizes for a shortage of chairs, and himself sits on the corner of the table. A government interpreter explains the intricacies of Soviet banking, the six types of institutions: agricultural, state, communal, industrial, foreign trade, and savings.

You learn there is a crude approach to the use of checks, when one industrial plant writes a note to the bank which keeps its funds, asking that a certain amount of money be transferred to a bank in another city and put in the account of a plant there from which it has purchased some material. You get the manager aside.

"In the future," you say, "Russia hopes to be producing plenty of things for everyone. When that time comes, won't you need things like personal accounts at banks and credit accounts at the stores, and checks to pay for goods and services?" It is a little involved for your Russian. You repeat the question. The official interpreter hears you and comes over. You would rather have talked privately with the banker, but you put the question to the interpreter. She gives it a little laugh of inconsequentiality and turns to another's man's question. Later you try it again. Finally as the visit is breaking up you insist you'd like to know the manager's opinion. She asks him. He looks at her, then at you.

"Don't Need These Things"

"We don't have need for these things now," he says. "When we have communism," — they always speak of communism as something in the future rather than at present — "we will need neither checks nor money."

That ends the discussion. When the wall of dogma appears, communist thought will not attempt to penetrate it. But you can see clearly the contradiction. The trend in Russia is going precisely opposite to the trend planned toward pure communism. You see it further when you visit a large state bank, a more imposing institution with a long row of cashiers clicking the beads of their abacuses, but with modern bookkeeping machines behind, and a mahogany-furnished executive office, suitably adorned with portraits. The manager asks eager questions about banking practices in America.

Business methods — even government business — have only started to make the improvements that Russian science and production have been making in recent years. The distance between the Chinese counting frame at the bank and the electronic computer in the Soviet science laboratory is typical of the glaring inconsistency between the country's forward drive and the cumbersome methods of communism that are dragging it back. Clumsy office methods and procedures, the bureaucratic ladder that must be climbed for policy decisions, delay, dogma and dictation, are heavy fetters on a people's push toward progress.

Beginning to Catch Up

But Russia is getting wise to these faults. Trade with the outside world will open her eyes, sharpen her practices. To now, America has been reaping a competitive advantage from the backward cumbersomeness of communism itself, the high "overhead" cost of its supergovernment, the ponderosity of governmental control. Because of this, Americans have often wrongly assumed that Russia could never do what it says. But the streamlining is bound to come. As an example, Russian plant directors say the recent decentralization of industrial ministries has greatly speeded the process of decision.

Meanwhile America has its own trend to "big government." Even now, you reflect, there isn't too much difference between the length of the list of ministries and policyforming institutes in Moscow and the list of agencies and committees in Washington. Different names. America is not immune to the problems of big government.

(To be continued)

Floor Covering Salesmen in Four-Day Meetup

FOR the first time in four years, the entire sales force of the Floor Covering Division gathered at the home office in February for four days of sales meetings. A number of the men had never visited "home port" before. Many of them had not seen either the new office or the new unit now producing 16/4 vinyl floor coverings.

Sales and advertising executives presented "The Modern New Look for 1960," the theme of the meetings being how to use this slogan in promoting more business this year. Speakers included Vice President Charles Sumner, Sales Manager Arthur LeBlanc, Assistant to the Vice President Robert V. Garner and Advertising and Sales Promotion Manager W. A. Priest. One of the high-lights of the meeting was a tour of the Floor Covering Plant.

At the dinner meeting on February 10 the Bird Territory Management Cup was presented to salesman Ralph J. Maraist for achieving the best record of outstanding territory management. A large cup with his name engraved on it is now on display in the sales department, and a smaller cup was presented to him to keep himself. A similar award will be made each year in the future. At the dinner meeting also, senior salesman Fred Jakel was honored with the gift of a wristwatch and cash in recognition of his approaching retirement next summer.

Salesmen were shown the product spearheads for the year:

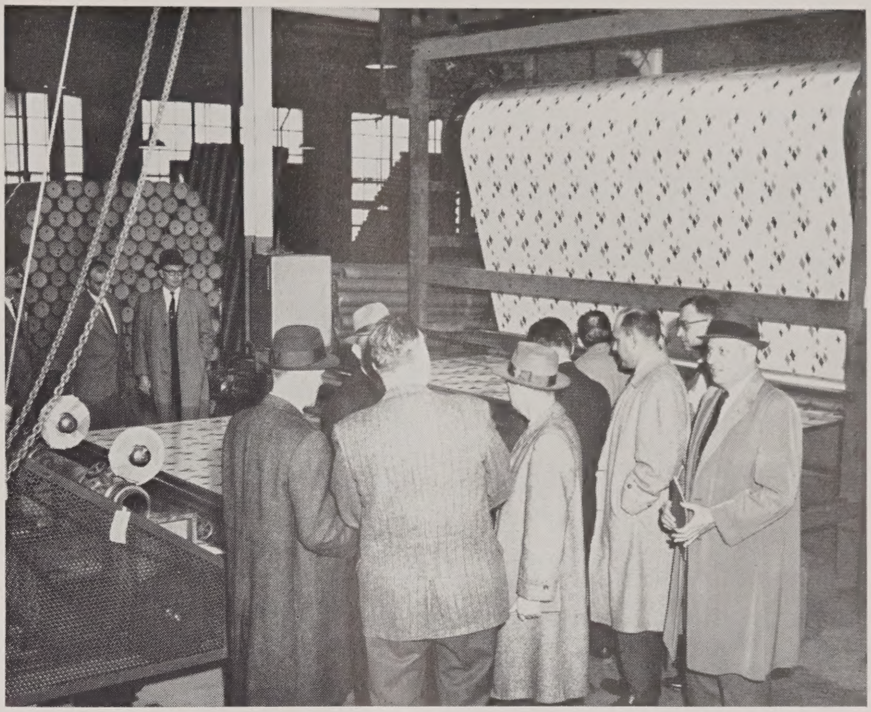
The Quality Vinyl rugs in the new silver and red tube

The glamorous Tempo line of Linoleum

Super Vinyl Metallics, equally glamorous.

Each man was given the results of a survey which summarized the business potential in his territory. Much of the meeting was dedicated to ways and means of working toward this potential. All the men left the meetings with a clear idea of what they should strive for and the products that would help them reach their goals.

It was announced that another Target Contest would run for the next six months and also a Bonus Bucks contest on Rubberlike for the three months February through April. Winners of the Target contest which ended in December sported blue ribbons on their lapels during the meetings.



FLOOR COVERING SALESMEN, many of whom had never visited the home office and plant before, watch the new Golden Splendor pattern of the 16/4 Masquerade series come over the finishing end of the new Rotary unit.

Nader Kalleil, Jr. Elected a Director of Credit Union

At the February meeting of the Board of Directors of the Neponset Credit Union, Nader Kalleil, Jr. of No. 2 Box Shop was elected a member of the board. He has worked for Bird & Son at No. 2 Box Shop since 1942, for most of the time as a Miehle Cutter and Creaser Operator.

Nader graduated from Norwood Senior High School and studied linotype and presswork for two years at Boston Trade School. As a student he filled in for summer vacations at No. 1 Box Shop, thus getting his first contact with Bird & Son. The next year he returned to start his full time work here as a helper. November of 1942 saw him enlisting in the United States Marine Corps. After various assignments in this country he was assigned to duty in the Pacific area from April, 1943 to November, 1944. Shortly before his discharge in October, 1945 he was in charge of the Engine Overhaul plant at Cherry Point, N.C. He has been active in his church in South Norwood, and is now in the process of organizing a Boy Scout program there. Last year he served as Commandant of the Norfolk County Detachment, Marine Corps League of Norwood.

He is married and has two children, Katherine Mary, age 8 and John, age 4½. Their home is at 72 Fulton St., Norwood.

J. RALPH MARAIST receives the Bird Territory Management Cup from Sales Manager Arthur J. LeBlanc. This award has just been established and will be made each year to the floor covering salesman who best demonstrates qualities of outstanding territorial management. This large cup remains on display in the Floor Covering Sales Department. A smaller one was presented to Mr. Maraist for him to keep.

PERSONALS

MAIN OFFICE

We welcome Herbert Blomberg, new Cost Clerk handling the Floor Covering production costs.

Robert T. Ondilla has joined the Floor Covering Division as a special salesman. He makes his home in Cranford, New Jersey but will travel throughout the country working with Bird distributor salesmen.

Elaine Pupalaigis spent a week of her vacation skiing at North Conway with friends. They also went to the Franconia region for a few days, including a day of skiing at Cranmore Mountain.

The Shoe Carton Sales Department recently invited Ralph Hall and his wife to dinner at the Lord Fox to wish him well as he takes over his duties as vice president of the Paper Products Division. They presented him with a beautiful wristwatch.

Good luck to Walter Siderwicz who left the Advertising Display Department in February to work at Rust Craft. Walter is one of those whose art work has contributed so much to various projects of the department, and we shall miss him. A party in his honor was held at Bob Barbaglia's home in Canton on March 10.

That extra day, February 29, in Leap Year 1960 will always be pleasantly remembered by Harold Bonnyman, Dorothy Gahagan and Ben Beale. The Fibre Box Sales Division that day held a little party, presenting Bonnyman with a GE light meter and booster, Beale with a huge cake inscribed "Congratulations, Ben" and Mrs. Gahagan with a black leather bag.

Mr. Bonnyman has recently been named general sales manager of the Paper Products Division and Mr. Beale takes his place as the new sales manager of the Fibre Box Division. Mrs. Gahagan's gift was in anticipation of her moving soon to the Main Office.

Stenographic welcomes Nancy Gifford of Franklin, Kathryn Saari, Walpole High School senior, who works part time, and Ann Molenkamp of Norwood who recently moved to this country with her husband from Holland.

We welcome other part time seniors from Walpole High School who are working in various departments in the office: Martha Holman, Diane Whittier, Carol Wojdag, Juliana and Joanna Perekslis (twins), Chrysella Turco and Dorothy Johnson.

NO. 2 BOX SHOP

It is good to see Amie Langlois back after a long illness.

We extend sympathy to Vaughn Allan whose father, Austin, passed away recently. Austin was retired from Bird & Son and had formerly worked at the Floor Covering Maintenance Department.

Best wishes to Nader Kalliel who has been elected to serve on the Credit Union Board of Directors.

SNOW IN BIRMINGHAM! (Alabama, that is, not England.) This is what greeted Floor Covering Field Manager, Bill Evans, when he returned home after the recent Sales Meeting in snow-free East Walpole.

MAINTENANCE

We extend sympathy to fellow-workers James Patchin and Pio Colageo because of recent deaths in their families.

Frank Paine has recently acquired a junior size yacht, *Fairwinds*. Good boating to you, Frank!

To those who made it to work in the recent record snowstorm — Well Done! To those who didn't — Chicken!

Bob Knox returned from Florida in time to welcome our great storm of 1960. The Florida tan contrasts very well with our Mass. snow.

Bob Weger and his wife have enjoyed a Bermuda cruise this past month. Bob says it must be nice to be rich.

We welcome Garner Stephens and Bill Morrissey to the rank of yardbirds and hope you enjoy your stay here.

NORWOOD ROOFING PLANT

Dick Davis went tripping to his summer home at Lake Sunapee, New Hampshire one February week-end. Greeted by 3 feet of snow he started digging his way in, got the fires going and — what a week-end at a summer home in mid-winter!

We wish a speedy recovery from their illnesses to Tom Smith, Dominic Restaino and Henry Thomas.

Congratultaions to Everett Pyne on his transfer from No. 1 Machine to the Maintenance Department.

Bob DeFlaminis has left to accept a position with Gates McDonald of Boston. Best of luck in your new work, Bob.

PFC Frank Nado after thirteen months in Korea enjoyed a furlough at home in Norwood before reporting to Fort Benning in Georgia where he is in the Drafting Division. His father, Tony, works on No. 1 Machine.

John Grudinskas is now enjoying the lighter classics (polkas) in style since buying a stereo console.

Pat Famiglietti has opened a new office down at Rose Point on the Cape. It is a real estate office and he expects to do great business this year.

We are sorry to lose Russ Blake and Fran Rooney from the Finishing gang, but wish them luck at the Granule Plant.

There was a big party at Fred Dorci's house recently — his son's first birthday.

Francis Wall and John Riolo spent a weekend at North Conway, skiing.

Enrico Ranaldi tells us he is planning to visit the Red Sox training camp in Arizona next month.

John Instasi has proved to be a bowling whiz for the Roslindale K of C. He has a 110 average and a high three of 367. We could use him in the Bird league!

We all had a wonderful time at the annual Union banquet. Thanks to Bob Goode and his banquet committee.

John Tura has a very interesting hobby. He keeps many cats as pets; his prize one is named Donald.

Your Review Reporters

Elsie Ahlander
Louisa Graham
William Grazado
Carol Briere
Janet Laber
Julia Lewis
Florence MacDonald
Muriel McDonald
Rita Connolly
Doris Reardon
Mildred Sanborn
Julia Smith

Louis Avanzini
James Barnes
Thomas Flood
Milton Gardner
Edward Geraghty
Elna Gottberg
John Kalis
Frank Nyborn
Edward Wisniewski

Ramona Chicoine
Agnes Fraser
Miriam Hill
Patrick Silvestri

Catherine Brady
William Ford
Augustus Smith

Arthur Armour
Julius Aukstolis
Joseph Carchedi
Mary Driscoll
John Folan
Arthur McKenna
Michael Meomartino
Joseph Nevins
Ruth Phelan
Francis Wall

Charles Cobb
George Grover
Dorothy Hawes

Margaret Keenan
Nazareno Lori
William Melish
Joseph Radzevich
George Shackley
Frank Shumski
Edward Silva

Helen Lane
Joan Walmsley

David S. Lowry
Ray Nolan
Manuel Oliver
Allen Perkins
Arthur Trudell

Joseph Blackman
Rose Fox
Robert W. MacLeod
Virginia O'Brien
Martin Pearce

Lucille Burrow
Anne Eddy
John E. Evans, Jr.
Frank Markham
D L. Oliver, Jr.
Richard Potter
Edwin Sompayrac
Willie L. Smith

Hurcil Cowart
Robert Stewart

Floyd Billings
Malcolm MacDonald
William Price
James Robinson
Robert Zobel

Albert Boonstra

Robert Ladd

Paul Wollschlager

All Champions ! !

THE CHAMPION HOOPSTERS. Walpole High basketball team, Bay State League winners and Champions in Class B Tech Tourney. Top row: Coach Chandler Phinney, Robert Osterhout, Robert Hall,* John Dodge, Edward Lynch, Frederick Thorn, Paul White.* First row: Gerald Baranowski, Richard Smith, Joseph Lukis, Donald Light, John Holt.

* Fathers of these boys are: Charles Hall, Fibre Box salesman and Raymond White, Cost Accounting Department.

Walpole team photos, courtesy Walpole High School. Norwood team photo, courtesy Norwood Messenger

BAY STATE LEAGUE CHAMPIONS, undefeated Walpole High School Hockey Team. They also reached the quarter finals in the State Championship.

Top row: James Ferney, Ronald Stuber,* John Calf, Richard Eklund, John Sanzi, Robert Mills, Rocco Caputo, Michael Mortelli, Melton Daniel.

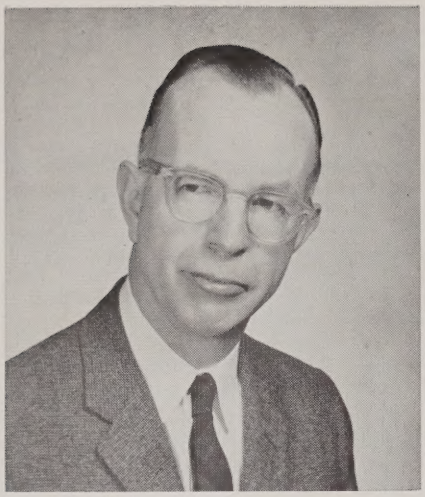
Second row: J. Chauncy Smith, Jr., Assistant Coach, Peter Bechunas, Paul Benson, Roger Odoardi, Lawrence Hogan,* Lawrence Giandomenico, John Mulvee, John Ferney, Richard Michaud, head coach.

Bottom row: Bruce Norwell, Paul Desrosiers, Brian Hart, Paul Rafuse,* Edward Verderber, Stephen Morton, Joseph Tarbell,* Ralph Kelley.

* Fathers of these boys are as follows: Kenneth Stuber, No. 2 Box Shop, Gus Hogan, No. 1. Box Shop, Charles Rafuse, Finishing Mill (Paul's mother, Helen, works in Payroll), Lester Tarbell, Superintendent Paper Mill.

PART OF NORWOOD'S HOCKEY TEAM which won a place in the State Tournament, losing to West Springfield the same night that Walpole lost to Malden Catholic High. Unfortunately, only part of the team was present for this Norwood Messenger picture. Front row: David McCue, Captain Edward Graney, George Kozak, Donald Smith, Paul Johnson. Back row: James Nielsen, Allan Welch, James Jessick and Charles Donahue.

The fathers of George Kozak and Paul Johnson work for Bird & Son, George Kozak at Roofing Shipping and George Johnson at Floor Covering Undercoat. Members of the team not shown in the picture include three more sons of Bird employees: Paul Karshis the son of Frank Karshis, Floor Covering Rotary Machine; Richard Armour, son of Arthur Armour, Roofing Granule Plant; and David Walton, son of Roy Walton, assistant superintendent, Roofing Plant.



Henry R. Stevens, whose appointment as technical superintendent at the Floor Covering Plant was announced last month.

FLOOR COVERING PLANT

Congratulations to Arthur Nicholas Troiano who was married January 23 to Mary Agnes Lalley of Norwood. They make their new home at 1201 Washington Street, Norwood.

Congratulations to Mr. and Mrs. Gilbert Nowell on the birth of a son, Michael Gilbert, February 17. Gil works in the Flooring Laboratory.

Welcome to Herbert Belknap of Pawtucket who has taken over the duties of clerk in the Linoleum Department.

Latest news on Anthony F. Grinavic, Jr. who signed with the Red Sox last summer. He left East Boston for Ocala, Florida on March 14 for training at the Raleigh Training Camp. Later he will fly to Scottsdale, Arizona for two weeks training with the Red Sox there before the season opens. Proud father, Tony, Sr., works at the Linoleum Department of the Floor Covering plant.

Hilton Taggart is building a new three-car garage. "Tagg" is looking for donations of lumber and labor to complete the project.

Louis Carpentiero is looking forward to the fishing season.

A group of fifteen men from the Floor Covering Plant, headed by Bill Marks of the Laboratory, spent a night out on the town having dinner at Patten's Restaurant taking in the show at the new Howard Casino in Boston. We wonder what excuses they had for their wives.

We understand that Louis Kannally and Earl Higgins of the Sample Department are taking Cha Cha lessons in Norwood. We expect to hear big things about them in the future as a dance team.

Felix Iarocci, Jr., Undercoat Crane Man, passed out cigars not long ago. The name of the new addition is Christine.

Frank Slauzis' new nickname is Sunoco, since he fills in during his spare time at Ted's Sunoco Station in Walpole.

Wanted one slightly used car of 1950 to 1952 vintage, but in pretty good condition. To be used to save shoe leather. Will dicker about the price. Call Marylee Gibadlo, Extension 280.

Ann Allen is very busy these days. On her lunch time she is braiding a 9 x 12 rug. Anybody who has any old scraps send them along.

For those who are interested in playing pitch (cards) during the noon hour we challenge you to play against a master, Larry Hewins, who always has a "cold" five bid.

Sammy Zilfi's girl Madeline, who spent last summer in Norway is in the news again. She received the Daughters of American Revolution award on February 16 at an open meeting of the DAR. In March all the winners from high schools in Massachusetts will be given a dinner and a tour of the historic landmarks of Boston. This award was given for exceptional dependability, leadership, service and patriotism. Madeline is a member of the National Honor Society and is one of twenty-seven students in Massachusetts who won the National Council of Teachers of English award.

SHREVEPORT

NEWS FROM THE SUNNY(?) SOUTH . . . . To our co-workers in the northern plants this may sound like stupid news, but best they check with our local commentaries of TV, Radio and Newspapers — SHREVEPORT HAS HAD A SNOW! This created quite a bit of excitement and a number of us were disappointed one Friday when we were surrounded with snow blizzards as close as 10 miles on one side and 15 miles on the other. The week end found our highways jammed with people taking their children and grandchildren to see the snow they had not seen before.

Then Wednesday, February 17, it started snowing in Shreveport about 7 P.M. and the city was a buzz of excitement again! Local TV news showed children on the lawns and under street lights playing in the snow and making snow men. Dave Nance took his two children out and the entire family played until after midnight. Judy Smith, daughter of Willie Smith, kept her little nose pressed against the window watching in amazement as the flakes came down. Jerry McNeill, as well as the William Winkler children, stayed out late and were out again early the next morning. Our streets and lawns have not been white in over 9 years.

Recently we were honored to have Messrs. Charles Bird, A. Rogers Weed and R. A. Wilkins visit us. We were also happy to see William Freegard and Ernie Zinkowski from Charleston and Stan Sallie from East Walpole.

Congratulations to Clayton Cobb who recently took his third degree in the Masonic Lodge.

Jimmie Pitt took a 14-hour drive to Cross Plains, Tennessee where he was born. Jimmie completed work on two Masonic Degrees in a local lodge and got his Master's Degree in the old home town over the week end. Pitt probably thought Tennessee goats are easier to ride than those we have in Louisiana.

Modena Fuller was one of the four pleasant ladies handling registration and luncheon arrangements for the MAYOR'S TRAFFIC SAFETY MEETING, on Saturday, February 13. The meeting was held at Broadmoor Junior High and may become an annual affair. Industry was well represented. Several resolutions were passed and will be referred to the City Council and State Legislature.

February 17 was Wick Guice's birthday (also Phil Johnson's) and Wick's mother baked, not one but TWO beautiful and delicious cakes for us to enjoy at coffee break.

We understand Dude Davidson received some more lessons in fishing when Mrs. D. landed a 4¾ lb. bass on Lake Bistineau. We checked pretty thoroughly into what Dude caught and learned that it was a good strike . . . BUT no fish!

Master Scott Crowe, age 7 months, enjoyed an extended vacation with grandparents Ollie and Kay Sherburne. We understand he was to return home to Pine Bluff, Arkansas some three weeks ago, but it was so easy for his grandparents to find an excuse to keep him "just another week"; first his family had the flu, then his little brother, Stevie, took a cold and of course he couldn't return and take a chance on catching that and so on.

We are happy to hear that Merline Wilcher is steadily improving at the Hospital and hope that it isn't long until she is back at her desk.

A testimonial to Leon Barberousse, deceased father-in-law of Louise Barberousse, appeared in the March issue of *HOME LIFE,* a national Baptist magazine. This pleased Louise, of our Billing Department, and her family very much as Mr. Barberousse was a very fine man and was the only father Louise ever remembered.

CHARLESTON

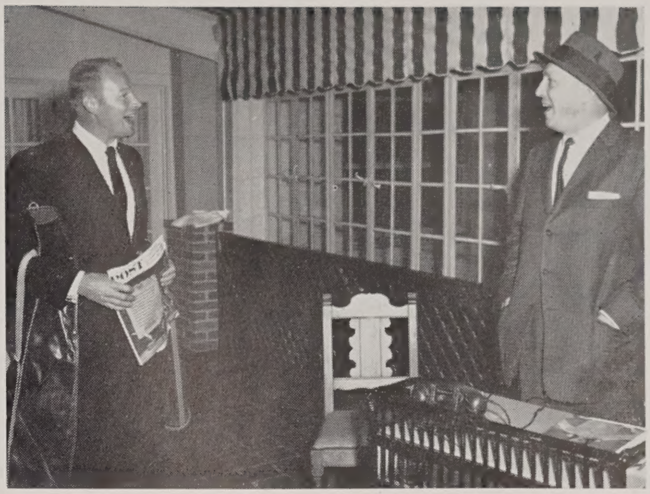
Biggest news at Charleston this month was the annual sales meeting for the South Atlantic and Dixie Districts, held at Fort Sumter Hotel.

Included in the many guests were three most welcome retirees: J. H. VanHoy, former manager; Bernie Blandford and Lee Pulley, former salesmen. There were also several dealers present as guests.

We congratulate Fred Caldwell, salesman from Jacksonville, who won the annual "strength" trophy for the outstanding job he had done during the past year.

JOSEPH BRAGA of Phillipsdale, right, saw his brother John for the first time in 34 years when the brother visited him recently in East Providence. His brother is Director of a hospital in North Africa run by the Brothers of St. John and Jesus.

FRED CALDWELL, right, about to receive the Annual "Strength" Trophy from Sales Manager A. K. Powers at the recent Building Materials Sales Meeting in Charleston. Caldwell, who comes from Jacksonville, Fla., received this award for the outstanding job done in 1959.



HILARIOUS SKIT, promoting both roofing products and foibles of some well known Charleston people, went over big when it was presented by salesmen Gib Marsh and Bill Hackney.

We also congratulate Gib Marsh and Bill Hackney on the hilarious skit they presented concerning the sale of roofing materials (see picture).

Congratulations are in order for James Pierce who was recently promoted to foreman in the Roofing Machine Dept. James has been an Inspector for many years and his experience as such will certainly help in the production of roofing materials.

On Feb. 1, 1960 Mrs. Beverly F. Mizell joined the Charleston plant as mail clerk. We would like to welcome her to our organization and wish her much success.

Also, we would like to welcome Mrs. Wilma Martin who recently became a permanent clerk in the Sales Dept. She has been working for the past 3 months on a temporary basis.

We want to welcome Don F. Shughart, who recently joined the Charleston plant as routine tester for the Laboratory.

Our sincere sympathy goes to Lynwood Therrell whose mother passed away recently and to Alfred Meyers with the passing of his infant daughter, Rhonda.

CHICAGO

Congratulations to Mr. H. W. Altman! Harold is now Manager of Medinah's Brass Band (158 piece band). Was appointed by Potentate, Harry J. Kjellberg.

We extend the "welcome mat" to Fred Busselle, our new Sales Trainee. Fred is from Lafayette, Indiana and will work in that area for the present.

The last Foreman's Meeting turned out to be a farewell to Phil Johnson, who is now at East Walpole. We want to wish Phil the best of luck and success in his new position. He was presented with a gift certificate from Jordan Marsh Co. since it was felt Mrs. Johnson certainly would need something for their new home.

BERRY REFINING CO.

The engagement of Frances J. Malis and Eldon R. Roy, both of Griffith, Indiana, has just been announced. Eldon is boiler fireman at the Gary plant. A June wedding is planned.

Suggestion Awards

Three men received an additional award of $20 in February for having had five accepted suggestions. Joseph Eppich, FFM; Frank Shumski, FFG; and Ernest Smith, FFV.

Regular Awards

James Carr, FFJS	$20
Ernest Gustafson, FFG	25
Edward Moore, FCM	20
James Reiser, FCM	20
Joseph Roslauskas, FBV	20
Faite Rudolph, Jr., FCPM6	20
Frank Shumski, FFG	20
Ernest Smith, FFV	25
Duncan Sutton, FBE	20
Edward Toler, FKM	20
Frederick Vietze, FBE	20
Anthony Auretto, FFG	5
Augustine Brown, FFT	5
Joseph Eppich, FFM	10
John Pelypec, FFF	5
Martin Vitkouskas, FBPM1	5

Recent Deaths

ANTHONY LASINSKAS, retired, died February 5 in Norwood. He retired from the No. 1 Box Shop in June, 1953 after completing 28 years of service. His employment was at No. 1 Box Shop, for many years in the Wallboard Department, and in later years in FXA, where miscellaneous processing is done. Funeral services were held February 8 with a solemn requiem High Mass at St. George's Church, Norwood. Surviving him are his wife, Anne, a son Peter of Walpole and three daughters, Mrs. Anne Clarke of Haverhill, Mrs. Sophie Spurr and Mrs. Mary Purdy of Norwood.

JOHN VENTRESCO, 308 High Street, Dedham, died suddenly on February 17. He was a piper at the Norwood Roofing Plant and had been in the company's employ since July 24, 1933. For years he worked on No. 1 Roofing Machine, transferring to Maintenance in 1948. He held the rating of piper from December, 1949. He is survived by his wife, Rose, and four children, Joseph, John, Joan and Mrs. Eolander Welsh. Funeral services were held on February 20 at the Evangelical Baptist Church in Dedham.

AUSTIN A. ALLAN, retired, of East Walpole, died February 19 after a long illness. He was in his 72nd year. As a machinist he was actively employed from December 1926 to December 31, 1955. He started at the East Walpole Maintenance Department as a millwright's helper, but in February, 1930 transferred to Floor Covering. He had held the rating of machinist since 1941. He is survived by his wife, Maude, three sons, Vaughn, Bedford and Lyle, and two daughters, Dorothy Paton of Columbia, S.C. and Elaine Silvestri of East Walpole. Funeral services were held at the Ginley Funeral Home on February 22.

WILLIAM W. STOOPS, Central Division roofing salesman, passed away on February 27. He had been hospitalized since mid-January. Bill joined Bird & Son on March 12, 1956 and worked in the Southern Indiana and Illinois territory. The funeral was held in Terre Haute on March 1 with K. C. Somers, R. L. Moore, V. B. Modica and William Johnson, all fellow salesmen, serving as pallbearers. R. H. Emerson and T. E. Downey also represented Bird & Son at the funeral. Bill is survived by his wife and two small children.

We were on the capitalist road in the last century, but in our continuing American revolution we took steps to develop a higher system. Ours today is a system of consumerism, in which the people as consumers are the bosses — George Romney, Pres. American Motors Corp.

BOFCO, Junior Achievement group in Walpole, getting instruction on production of Note Boxes for visitors who call when no one is home. Instructor at the back of the lefthand table is John Phelan, Industrial Engineer. Also at this table the second boy on the right is David Ruscetti, whose father, Joseph, works at No. 2 Box Shop. The first boy on the bench on the right is William Stewart, son of William Stewart of the Roofing yard crew. Not present for this picture but part of this same work group are Lawrence Hogan son of Augustus Hogan, No. 1 Box Shop; and Lawrence Campbell son of Alice Campbell, Sales Promotion Department.

Bird Employees Aid Junior Achievement

Junior Achievement is having another very successful year in Walpole. Four companies, made up of nearly 90 students, are operating this year. Townsfolk have generously come forward with both the time (for advisory work) and the money to support the effort.

William E. Smith, Building Materials Sales, serves both as general coordinator and as an adviser in sales. Other Bird instructors are Barbara Hanks, Mail Room, administrative; Robert Cashen, Building Materials Sales, sales; Carroll Homan, Roofing Laboratory, production, John Phelan, industrial engineer, production and Hendrick Krosschell, Floor Covering Cost Accounting, administrative. A. H. Anderson is serving as finance chairman for the local committee.

Local companies contributing financial support to the program include: Bird & Son, Bird Machine, Kendall Mills, Hollingsworth & Vose, H. M. Gould, Walpole Woodworkers, L. F. Fales Machine Co., and S. M. Lorusso & Sons, Inc.

Bird Club News

Bowling

No one has been able to touch Joseph Purpura's High Three String record of 362, but all the Single String records have toppled. Leon Sansone of W. J. Hill now leads with 151; Ted Knaus of Maintenance is second with 141.

At the end of the 6th week in the second half the FBM team is leading, A is second and EMT in third place.

In the Girls' League Evelyn Balduf was the one who finally succeeded in dethroning Doris Reardon. Although Doris still holds the High Single String record, Evelyn has now beaten her on the High Three String with a score of 323.

Team No. 6, captained by Anne Cavanaugh, leads the League, with Team No. 2, Joanne Leary, captain, in second place.

With only a few weeks of bowling left it looks as if present teams and top bowlers might wind up the season in the same top positions.

Cribbage

At the fifth Cribbage Party on February 16 at the East Walpole Brigade Room there were 20 players. Heinie Nordstrom, retired, and chairman of Cribbage for many years, walked off with first prize. P. Fletcher was second prize winner; baskets of fruit as door prizes went to Henry Johnson and E. Blondell.

— Charles H. Locke

Tri-Mill Sports Club

A very well attended Pitch Party was held in February. The top winners were Uuno Wiik of Roofing, William McKenna of Maintenance and Robert Cooke, Floor Covering.

Our annual meeting was held at Venice Cafe, Franklin, on March 5. The following officers were elected:

President, Aldo Bertoni; Vice President, Joseph Mussi; Secretary, Donald Brennan; Treasurer, Thomas McColgan; Directors: Victor Leontie, Myron Brennan, Edward Padduck.

Our April plans consist of the liberation of trout in local streams. We also plan to have a Ladies' Night on April 30th.

Ruddigore Cast Chosen

When the Neponset Choral Society's spring production of *Ruddigore* hits the boards at Walpole High School on May 13 and 14, the cast will be almost the same as for last year's top-notch *Patience* performances. Gilbert and Sullivan followers know that names like Martha Guild, Delphine Brule, Joe Hancort, Jim Silvi and Hoel Bowditch guarantee an outstanding show. They and other well-known G & S performers are all hard at work under the skillful coaching of Hassler Einzig, with Helen Center assisting in the dancing.

The complete cast of this Spring show is as follows:

Rose Maybud — Martha Guild
Mad Margaret — Nancy Kilcup
Hannah — Delphine Brule
Zorah — Louise Hall
Robin — Joseph Hancort
Richard — James Silvi
Sir Despard Murgatroyd — Hoel Bowditch
Sir Roderic Murgatroyd — Edgar Grout
Adam — Thomas Noonan.

Put May 13 and 14 on your calendar now for a sure-fire evening of entertainment with lovely maidens, stalwart youths and even real live ghosts!

WIN
A FREE TRIP TO EUROPE!
Write Your Own Truth Message in the
1960 RADIO FREE EUROPE TRUTH CONTEST!

Fight Communism with your own words! Winning message will be broadcast behind the Iron Curtain.

256 VALUABLE PRIZES!
Six all-expenses-paid trips to Europe for two! 250 additional prizes include 50 sets of the Encyclopaedia Britannica for the best entry from each state and 200 short-wave radios.

HERE'S HOW TO ENTER!
Simply complete this sentence in 25 additional words or less:
"I believe the most important thing people behind the Iron Curtain should know is ...."

Send your entries to:
CRUSADE FOR FREEDOM
Box 10-M, Mt. Vernon 10, N.Y.

Truth messages will be judged for appropriateness, clarity, sincerity and originality. Competition closes April 30, 1960. All contributions go to Radio Free Europe.

ADVERTISING COUNCIL PUBLIC SERVICE
And be sure to support
RADIO FREE EUROPE
with your Truth Dollars

News Briefs . . . .

On the Continent

A visit at our home office and Floor Covering plant last month may result in a considerable amount of Bird Floor Covering sales on the continent of Europe. Mr. Howard Briscoe of Oceanwide Agencies, Ltd., of Montreal stopped at East Walpole immediately following a 5 weeks' visit to Europe. While in Europe he arranged for the distribution of Bird Floor Coverings on the continent through the Societe Chiminique de Gerland of Lyons, France, which has branch offices in other parts of Europe.

Tremendously Popular

Bird Wind Seal Shingles showed a 50% increase in volume last year. Right now they are the hottest item in the Bird Building Products Line. Salesmen left the year-end meetings enthusiastically prepared to go after an additional 35% increase in this business in 1960. To help them reach this goal three new colors have been added: Bright Red and two pastels: Aspen Green and Cameo Pink.

Off to a Good Start

In the first month of the new year 6 of the Bird plants operated without a lost time accident: No. 1 Box Shop, Shreveport Roofing (leading the list with 200 accident free days), Chicago Roofing, No. 2 Box Shop, Shreveport Felt Mill. Norwood Roofing, East Walpole Maintenance and Charleston each had one accident and Floor Covering, Philipsdale and the Paper Mill each had two.

In Sweden It's *Nep* on set

Frank Reynolds and Don Frazier couldn't believe their ears when, during their visit to Sweden last fall, some of the Icopal executives began talking about their *Nep*onset Built-Up Roofing. They put the accent on the first syllable, but it was unquestionably the same trade name that was coined by Bird & Son about 80 years ago. How did this trade name, which came from the name of the river flowing through East Walpole, find its way to Sweden? The men at Icopal (the company which makes and sells Bird Tie Pads in Europe) were as mystified as Frank Reynolds and Don Frazier. It might have been first used overseas many years ago when the name "Neponset" was applied to Bird felts used in Built-Up Roofing.

What a Wallop!

The storm ended Saturday, March 5. On Monday as we write, snow piles at parking spaces stand 7 and 8 feet deep, and many side roads are still one-car lanes. A handful of people showed up at the Main Office on Friday and at each plant, — those who were near enough to walk, or who lived on a main road that had been plowed.

At the paper mill enough men reported to keep all machines except No. 3 operating. Two machines ran at No. 2 Box Shop and some taping and stapling was done at No. 1. There was no production at either Floor Covering or Roofing, but Floor Covering did some rug finishing, cleaning and making ready. Those not otherwise occupied went to shoveling. Emergency announcements were made over station WHDH closing the afternoon and night shifts at the two Norwood plants.

Chief telephone operator, Mattie McLauchlan walked all the way from her Plimpton Street home. Her arrival was certainly appreciated at the Boiler Room and the other locations where the phones had been connected with the outside for night emergency calls. Until her arrival these few outside lines were ringing wildly as a hundred people tried to call at once to say they wouldn't be in.

Chest X-Rays Coming

Arrangements are now being made through the Norfolk County Tuberculosis and Health Association to do a chest X-ray survey at the Walpole and Norwood plants during the last week in April. Watch the bulletin boards and check with your foreman for further information.

Retroactive Pay

In the future, when any retroactive pay is being paid to hourly-paid workers by the East Walpole Payroll Department, the amount will be added to the regular weekly pay check. Formerly a special check was issued, but from now on the new system will be in effect. In the envelope with the payment will be a slip explaining that the amount of this check includes $——— of retroactive pay.

FIRST AID
YOU KEEP
RED CROSS
ON THE JOB

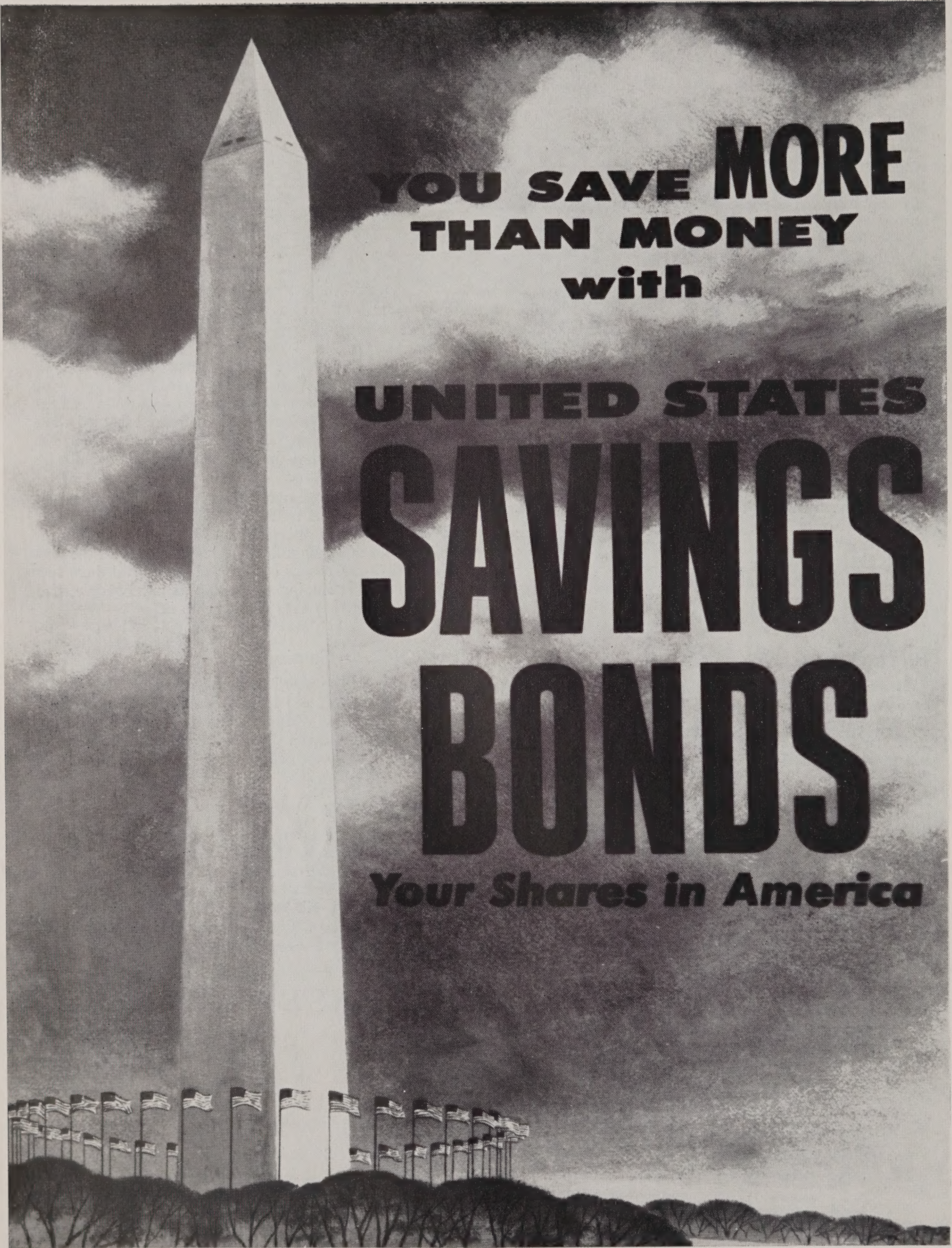
BIRD NEPONSET REVIEW

MIEA Vol. 48 No. 3 March 1960 ICIE

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser


YOU SAVE MORE
THAN MONEY
with
UNITED STATES
SAVINGS
BONDS
Your Shares in America

BIRD REVIEW NEWS DIGEST

Vol. 48 No. 4 Published for Bird & Son, inc. employees and their families April, 1960

RALPH A. WILKINS ELECTED PRESIDENT MARCH 22

A Message from our New President

This is my first opportunity to greet you as president of Bird & Son, inc. I am honored to have been elected the head of this corporation and am looking forward to working with all of you in meeting the challenges of the years ahead.

It is my firm belief that the skills of the people of our manufacturing divisions have a great effect on our ability to maintain the business and make it grow. Our business is largely repeat business. We can sell almost any customer once or twice, but if the price is competitive we cannot keep him permanently unless our product can be depended on. In these days of intense competition we need more than ever quality products produced with efficiency and skill.

While I consider skill and proficiency in production to be of utmost importance, I do not mean to belittle the other aspects of our business. Sales, advertising, service, research, development of products and machinery each has an important contribution. The best product in the world is no good in the producer's warehouse. It must be sold and delivered with the kind of service that brings customers back for more. Products and machinery that were the best in the field five years ago may be on the way out today because we have developed something better. Change and flexibility are both essential if we are to continue to grow.

This company has a long record of accomplishments going back over 165 years. But we can't rest on past deeds. There are always better methods, better products to be discovered. I am sure that Bird & Son has a great future. I am counting on your continuing cooperation as we move forward together to make Bird & Son a strong, profitable operation where jobs are secure because customers like our products and service.

Ralph A Wilkins

President

Ralph A. Wilkins

Ralph A. Wilkins was elected the fifth president of Bird & Son, inc. at a meeting of the Board of Directors which followed the annual meeting of the corporation on March 22.

Mr. Wilkins had been executive vice president since January 11 and, before that, vice president of the Paper Products and Felt Division for 13 years. He has been associated with the paper end of the business since 1923 when he joined the company as assistant superintendent of the East Walpole Paper Mill. During his many years with the company he served as Paper Mill superintendent for five years and general superintendent of the Paper, Box and Carton Divisions for eleven.

(continued on page 2)

Ralph A. Wilkins

(continued)

He received his college education at the University of Maine, graduating in 1919. As an undergraduate he worked several summers at the Eastern Manufacturing Co. paper mill in Bangor. After graduation he entered the research laboratories of the National Aniline Co. of Buffalo. After a short period he returned to the paper mill at Bangor, first working as research chemist and then as foreman in charge of the Beater Room. In 1920 he spent three months in Germany, France and Belgium studying the developments in the paper industries of those countries. He taught paper making at the University of Maine in 1922 and 1923, just prior to joining Bird & Son.

Mr. Wilkins has been a director of Bird & Son since 1946. He is also a director of Bird Machine Company, Berry Refining Company, the George W. Dinsmoor Company of Lawrence and W. J. Hill, Inc. of East Walpole. He is president of Dinsmoor, the wholly-owned subsidiary of Bird & Son which was purchased in 1958 through Mr. Wilkins' efforts.

Significant Improvements

Believing that modernization, improvement and expansion are essential to a sound business, Mr. Wilkins has been responsible for many significant improvements in the Paper and Felt Division. In addition to the Dinsmoor operation, the company has established several new plants in recent years. New set up plants for shoe cartons were put into operation at Lewiston, Maine and Manchester, N.H. in 1954. That same year a Sheet Plant for solid and corrugated fibre finishing was opened at New Britain, Conn. To supply the large quantities of felt needed for expanding roofing and floor covering production, a new Felt Mill was built at Shreveport in 1949 and a machine for making 12-foot wide felt was built at Phillipsdale in 1953. Within recent years modern power plants have been installed at both East Walpole and Phillipsdale, and at the box factories and the paper mill much new machinery has been constantly added to keep the plants producing efficiently.

In addition to his accomplishments for Bird & Son, Mr. Wilkins has found time to serve both his alma mater and the paper industry. He is presently treasurer of the University of Maine Pulp and Paper Foundation which operates a program to interest more capable men to enter the paper and pulp industry. He serves as a member of the executive committee of the Fibre Conservation Corporation and is a director of the Fibre Box Association and the Eastern Conservation Committee of the Waste Paper Consuming Industries.

In his home town of Walpole he is chairman of the Water Committee. His daughter, Janice, a lawyer with Kendall Co., is serving her eighth term on the Walpole Board of Selectmen.

Oscar Lambine Chief Engineer in Charge of All Power Plants

Oscar Lambine has been appointed Chief Engineer in charge of power and steam production for all Bird & Son plants.

His years of experience in marine engineering coupled with twenty years of Bird & Son experience have given him a wide knowledge in his field. For a number of years he has occasionally been called in for consultation when other divisions had a difficult problem to solve. The new appointment, effective April 1, places him in charge of the work for all Bird & Son plants and recognizes him as the official company consultant on all power and steam problems.

Mr. Lambine is a graduate of the Massachusetts Nautical School. After a career at sea he joined the Phillipsdale Plant in June, 1939. He was named assistant chief engineer in 1940, was in the Navy from 1942 to 1946, returned to Phillipsdale and in 1948 became Chief Engineer. On September 25, 1950 he became chief engineer of the Paper Products and Felt Division.

He is a member of the American Society of Mechanical Engineers and the American Society of Naval Engineers.

The Lambines live in East Walpole and have two children, Paul, 13 and Janna, 8.

Swap Offer

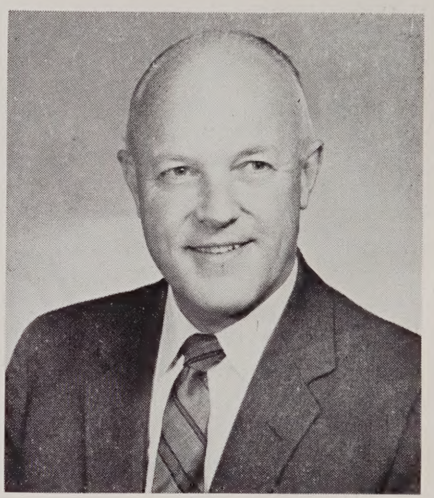
I offer a late model Rogers Universal lawnmower- grinder, complete with all extras, in exchange for:

a 6-inch jointer planer, or
a heavy duty jig saw, or
a drill press with ½-inch chuck, or
a good pair of binoculars.

What have you to offer?

— Frank Nyborn, PEL.

Ralph H. Hall



A. Rogers Weed, Jr.

Two New Directors

A. Rogers Weed, Jr. and Ralph H. Hall were elected to the Board of Directors at the annual meeting of Bird & Son, inc. on March 22.

Both men were recently chosen vice presidents. Mr. Weed succeeded to the vice presidency of the Building Materials Division when Eli L. Chamberlain retired at the end of 1959. Mr. Hall became vice president of the Paper Products Division in January when Mr. Wilkins was chosen executive vice president.

Three men retired from the Board of Directors this year: Eli L. Chamberlain, Elwood T. Dickinson and William R. McNeill. Mr. Chamberlain is the former vice president of the Building Materials Division, Mr. Dickinson is a management consultant in Boston and Mr. McNeill is the former president of Building Products, Ltd. of Canada, a company once partially owned by Bird & Son, inc.

A letter from the Chairman of the Board

When young we little realize how quickly the years roll by, going faster all the time until all of a sudden we find ourselves on the threshold of retirement.

Regardless of whether we individually look forward to retirement or dread its coming, all of us feel a touch of sadness in the loss of the companionship of those who leave.

At a meeting in honor of our retiring president, Axel H. Anderson, expressing deep appreciation for his 42 years of service, I wished him, from the bottom of my heart, good luck, good health and happiness throughout many years to come.

To Ralph A. Wilkins, our new president, I expressed confidence that with his knowledge, experience and common sense he will ably meet the complicated and difficult problems of our exceedingly competitive business.

For we have no advantages in raw materials or in location, and we must use our wits.

I wish that everyone in our working force could spend some months with management. I know that it would be a revelation enabling them to realize how many important decisions are made day by day and how a serious mistake in even one decision might lead to disaster.

Throughout the 165 years of our existence, we have enjoyed the loyal service of able men and women. I hope that today all working with the Bird management will continue this record, knowing that our interests are theirs as well.

In industrial society, management is the key activity. It demands vigor, imagination and courage on the part of the chief executive to take calculated risks. This executive must also have the personality to enable him to contact groups of widely different backgrounds and education throughout the business and the vitality and ability to get ideas from sources outside the office and factory as well as the ability to communicate in such a way that there is willing cooperation all down the line.

I have confidence that Ralph Wilkins has these qualities and expect you all to give him all the help you can.

My best wishes to you all.

Yours sincerely,

Charles S. Bird

Chairman of the Board

Philip C. Johnson Heads Flooring Division

On April first Philip C. Johnson was appointed in charge of the Floor Covering Division, following the resignation of Charles A. Sumner as director and vice president.

Mr. Johnson was Western Manager of the Building Materials Division from 1952 until March, 1960 when he transferred to East Walpole to become assistant to the vice president for sales in the Building Materials Division. He originally joined Bird & Son as a salesman in the Western Division in 1938. He left the company in 1945 but returned in 1949 and was appointed Central Division sales manager in 1951. In January, 1952 he was named assistant western manager and in May, 1952, general manager of the Western Division. The Johnsons, who have four children, now live in Dover, Mass.

LONG SERVICE LIST

MAY

Name	*Date*	*Dept.*	*Years*
Paolo Persechino	5-4-25	Maintenance	35
Ira M. Treen	5-5-25	Floor Covering	35
Joseph J. Stepanowich	5-8-25	Floor Covering	35
Harold M. Tracey	5-7-35	Paper Mill	25
Hubert J. Bamford	5-13-35	Roofing	25
Ruth A. Wilson	5-13-35	Office	25
Joseph W. Eppich	5-16-35	Floor Covering	25
Luigi Rondinelli	5-16-35	Roofing	25
Anthony S. Utorka	5-21-35	Roofing	25
E. Nelson Wilber	5-22-35	Floor Covering	25
Theodore Paul	5-3-40	Floor Covering	20
Philip M. King	5-6-40	Floor Covering	20
Harold S. Mott	5-8-40	Floor Covering	20
William S. Ivatts	5-8-40	Maintenance	20
Marshall H. Hanf	5-8-40	Maintenance	20
John P. Koval	5-9-40	Roofing	20
Ellsworth R. Hurd	5-20-40	Paper Mill	20
Elsie Thompson	5-24-40	Office	20
Joseph G. Troiano	5-28-45	No. 2 Box Shop	15
Philip S. Wise	5-8-50	Roofing	10
Louis J. Columbo	5-8-50	Floor Covering	10
Albert Zimlicki	5-8-50	Floor Covering	10
Patsy Famiglietti	5-10-50	Roofing	10
Alphonse Babel	5-12-50	Roofing	10
Joseph F. Purpura	5-16-50	Roofing	10
Anne M. Cavanaugh	5-18-50	Finishing Mill	10
Leonard C. Niese	5-16-55	Office	5
Francis J. DeRose	5-17-55	No. 1 Box Shop	5
Charles F. Harrington	5-23-55	No. 1 Box Shop	5
Bartley Devine	5-24-55	Leave of Absence Military Service	5
J. R. Sexton	5-25-55	Paper Mill	5
LEWISTON			
Yvonne E. Fish	5-31-55		5
PHILLIPSDALE			
Theodore B. Maddern	5-27-25		35
John R. Ellis	5-8-40		20
John Aparicio	5-2-55		5
Johnathan J. Larrivee	5-18-55		5
George R. Travucco	5-18-55		5
CHICAGO			
Lawrence Howell	5-3-20		40
J. C. Jennings	5-3-55		5
GLENWOOD			
Hurcil L. Cowart	5-28-45		15
CHARLESTON			
Robert B. Prosser	5-3-55		5

Free TB X-Ray For Mass. Employees

All employees of Bird & Son, inc. in the Massachusetts plants will have an opportunity on April 26, 27 and 28 to have an X-ray at no cost to them.

This important health service is offered to you through the cooperation of Bird & Son, inc., the Norfolk County Tuberculosis and Health Association, and the Norfolk County Hospital.

The easiest of all waste, and the hardest to correct, is the waste of time because wasted time does not litter the floor like wasted material — Henry Ford I.

OUR RED RIVALS

© by Harold Mansfield

(Concluding the account of Mr. Mansfield's visit to Russia in September, 1958)

VIII

There is ample evidence that Russia is pushing resolutely Khrushchev's program to "prove communism to the world" through peaceful competition.

What of his other contention, borrowed from earlier communist theorists, that meanwhile "the internal forces of capitalism are working toward its downfall?" Can you merely pooh-pooh this brash claim? Viewed from the distance of Soviet Russia, you can see the dangers inherent in America's success. The spoil of success is indulgence. You can't for the life of you see how America can long keep its world leadership in the "peaceful competition" if it indulges the luxury of waste, the luxury of half-hearted effort, the old-style luxury of paying tribute to any group which can exact it through power, the bitterly illusory luxury of inflation. Not when Russia is living and breathing cost control.

Between acts of the opera in Kiev you follow the crowd downstairs to the drawing room where refreshments are being served. You stand in line for a thirty-cent dish of ice cream. You watch with utter fascination the apron-clad girl who is dishing it out. Each dish goes on a little balance like the one at the pharmacist's. She dips up a scoop of ice cream and puts it on the balance. If the balance is high, she adds a trifle, lightning-like because of the waiting crowd. If it is low, with one deft twist of the wrist she flicks off the half teaspoon that will bring it into balance, and returns this to the container for the next serving.

You look about at the happily chattering people. Other than you, no one in the room considers the precise weighing process in the least odd.

Emblematic

This balance, you can't help thinking, is emblematic of Russian effort to make cost and output meet. You have seen it in the whole Russian economy, the fight to build without inflation. You might say it is emblematic, too, of the counter scale of a new, sharp dealer down the street of nations. He is in poor quarters now, but working and saving for the day when he can buy out the rich store on the main intersection. The big store owner with his Cadillac has "had it so good" that he has not much worried about the new competition. But lately he has begun to wonder; ever since the other storekeeper shot a sputnik into the sky and began to attract customers.

MOSCOW SKYLINE, as seen from across the Moscow River, is dominated by a new apartment building (center). In the foreground is one of the city's many factories.

The little ice cream balance, you think further, betokens a balance of power in the world: The forces of communism against the forces of freedom. Two societies basically antagonistic, though simulating each other in surprising, unacknowledged ways. Between them, there is a balancing of military power and of advancement in military weaponry: atomic stalemate. The more frightful the weapon becomes, the deeper the stalemate, because of mutual fear not so much of the other country as of the weapon itself.

You have seen, growing out of the stalemate, Mr. Khrushchev's new plan to sell communism to the world. The pharmacist's balance looms larger, filling the frame of your thought. You see everything that the communist world does and everything that the free world does as adding to one side or the other of the balance. You see everything that either fails to do as subtracting from its side of the balance.

Weighed in the Balance

You realize, as never before, that your country is being weighed in the balance. It has no self-perpetuating heritage of superiority. It must prove itself, year to year. It stands challenged.

Is the system of freedom and equity answering the challenge? To do so, must it not cite for its people a goal of its own — to paraphrase Khrushchev: "the emergence of freedom and equity as a world system?" Must it not sacrifice selfishness and work for its goal, as Russia has taught her people to work for theirs?

You come back to America, land of the free, to find Americans taking riotous advantage of that freedom. You realize as never before that freedom requires self-discipline. Nothing less can match the discipline of a communist regime.

And how is this related to peace?

Because the road to peace is not paved with the unturned stones of idleness, selfishness or complacency.

(continued on page 5)

Big Suggestion Month Special Award to Larkum

ALBERT LARKUM, New Britain Plant, becomes first special award winner for this plant as Superintendent Chester Porter hands him check for $90. He suggested junk floor covering to protect these boxes of horticultural products from the oily floor beneath. On hand to congratulate him was his foreman, Romeo Valerio, left.

Sixty-two suggestions were accepted in March and, in addition, there was a special award and thirteen awards of $20 each for suggesters who had accumulated another group of five accepted suggestions. Total award money paid out this one month was $1280.

Albert Larkhum became the first man from New Britain to receive a special award. He received a check of $90 for his suggestion — "Storage of Horticultural Products." He showed how we could save damage to the products by covering the oily floors in the storage area with junk floor covering to prevent seepage of oil into the packages of horticultural products stored there.

The thirteen men who received an extra $20 for five accepted suggestions were: Nicholas Ahrens FC, Fred Babel FBM, William Gecawich DPV, Roland Gervais FFDA, John Green FFM, Lawrence Massey DPP, Frank Montisano FXG, Raymond Nolan DPP, Harold Partridge, Jr. FBE, Matthew Pino DPM, Carmino Sirignano DPB, Ralph Sweinimer FBR, and George Wise, FXF.

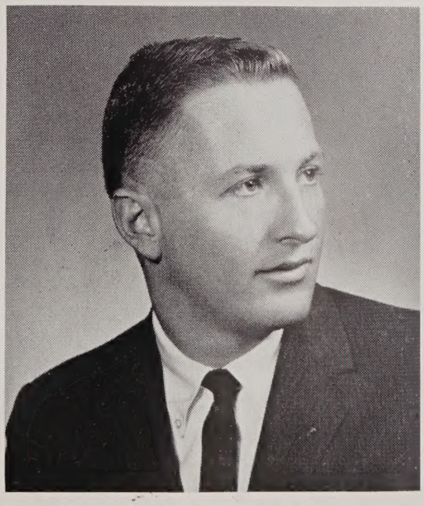
REGULAR AWARDS

Fred Babel, FBM	$20
Clarence Carr, FFF	20
Pasquale Cicerelli, DPB	20
Robert Collins, FXR	20
William Counter, DF	20
George Davis, FKM	35
Louis DeBaggis, FBM	25
Elwood Drake, DPM	25
Joseph Eppich, FFM	20
Roland Gervais, FFDA	20
Philip Gordon, DPB	20
John Green, FFM	40
Ernest Gustafson, FFG	20
Daniel Hourihan, DPIF	40
George Kingsley, FBPM1	20
Edward Martin, FKPM1	25
Lawrence Massey, DPP	20
Frank Montisano, FXG	20
Elwood Morris, FBPM9	20
James Mulkern, DPM	20
Raymond Nolan, DPP	40
Harold Partridge, FBE	20
Russell Pease, FFG	20
Allen Perkins, DPI	20
Matthew Pino, DPM	40
Gordon Russell, FFV	20
Mariano Sciarpelletti, FFF	20
Tony Septelka, FFY	20
Frederick Stahnke, FBPM9	25
John Stewart, FFF	20
Ralph Sweinimer, FBR	20
Joseph Watkins, FBPM9	20
Russell Weber, FFV	20
Nelson Wilber, FFF	20
Thomas Williams, FKM	20
George Wise, FXF	40
Nicholas Ahrens, FC Gen.	5
Anthony Auretto, FFG	5
Verne Corkum, Jr., FFF	5
John Ellis, DPP	5
Roger Fisette, FFDA	5
William Gecawich, DPV	15
Joseph Medeiros, DPRE	5
Francis Prisco, FFG	5
James Reiser, FCM	5
Frank Shumski, FFG	5
Carmino Sirignano, DPV	5
Anita Wilk, FXNB	5
Marian Williams, FKQ	5

Hodgson is Shoe Carton Sales Service Manager

On March first Dean Hodgson was appointed sales service manager of the Shoe Carton Division.

Shortly after graduating from the University of Connecticut he joined the Shoe Carton Division on July 15, 1957 as a sales trainee. In May, 1958 he left for six months active duty in the U. S. Army. After a training period in officers' school at Fort Benning, Georgia, he spent two months at Fort Devens as a second lieutenant and returned in the Fall to his work at Bird & Son. Since January, 1959 he has been a carton salesman, traveling the central New England and New York state territory.



Dean Hodgson

Since his return to civilian life he has taken a year of study at Suffolk Law School, evening division. In June of 1960 he will be commissioned a first lieutenant in the Infantry Reserves.

Mr. and Mrs. Hodgson, who were married in November, 1958 now live at 969 Washington Street, Norwood. They have a son, Christopher MacLane, born December 24, 1959.

Our Red Rivals

(concluded)

Because atomic stalemate still leaves the Soviet Union free to gain the balance of world power by the route Mr. Khrushchev has announced.

Because, if communism gains the balance of power by any means, the peace is lost. Then freedom's great struggle will still be ahead.

On the other hand, for America to stay in the peaceful competition will mean that it will have to improve, and that the Soviet system and ideology will have to improve, through competitive emulation. If this happens, the great cause for conflict — the conflict of beliefs — may be removed and replaced by a better understanding, stone by stone.

Industry, labor, all America, have their part to play. Your sense of the unsolved problem shouts within you that Americans must work for their own future.

But not just that.

They must get interested in something besides themselves. In other countries. In the world. In people. Even Russian people. In the two little girls who "wish to correspondence."

The girls are fourteen now. In ten years they will be women. The ten years in which Soviet Russia says it will "catch America."

And after that . . . ?

TOP OF THE NEWS

MAIN OFFICE

Welcome to Mrs. Ruth Flynn, the new telephone operator who replaces Judith Holliday. When Judy left she was remembered by all her friends with the gift of a beautiful handbag.

On April first Fritz Knight was assigned to the Pittsburgh territory in the Building Materials Division. This busy area now requires an additional salesman.

Joe Fabiano's triplets had their first birthday on March 19. Did you see the picture in the Boston Record?

In addition to his present duties as assistant to the sales manager of the Floor Covering Division, Stan Blackmer has now taken on the work of export manager. This out of country business has grown fast in the last 12 months.

Two more parties have been held honoring our retired president, A. H. Anderson. One at the Harvard Club on March 31st was attended by the Board of Directors and top officials from several business firms associated with Bird & Son. The other party was at the Lord Fox on April 7, given by some of Mr. Anderson's many friends who were not present at other parties.

The changes in top management have brought about some changes in secretaries, too. Carolyn Delaney moved with Mr. Wilkins to become the president's secretary. Gertrude Dawson has been made secretary to Philip Johnson, Pauline Ransow is secretary to Rogers Weed, Dorothy Gahagan is secretary to Ralph Hall and Harold Bonnyman and Pauline Johnson is transferred to the office of William E. Smith, Jr. who on April 6 moved to one of the new offices on the top floor.

When Dorothy Alden recently left her work in the Stenographic Department, her friends presented her with a gift for her home and flowers.

Welcome to Enola Willett in Roofing Sales and Arlene Fuller and Beth Lima in the Sales Promotion Department.

Phyllis Sherman recently left to become a full time housewife. A luncheon in her honor was held at the Lafayette House.

Nancy Curtis is resigning to be home with her two sons. A dinner was held in her honor at Mary Hartigan's. We will miss both Nancy and Phyllis and wish them the best of luck.

NO. 2 BOX SHOP

We extend sympathy to Ernest Field whose mother passed away in March at New Brunswick.

It is nice to see George Kelly with us again after a recent illness.

Gertrude Jalkanen of the plant office spent a week's vacation in Bermuda.

NORWOOD ROOFING

Congratulations are in order for Howard Elias who has just completed 25 years of service with the company.

FLOOR COVERING

Dick Ryan, Pullout Man, is looking for softball games. The name of his team is the Woonsocket, R.I. "Jets."

Ed Garneau and Harry Gallagher have been out sick for quite some time. The rest of the gang wishes them a speedy recovery.

Richard "Marine Joe" Thomas has left Undercoat to work on the rotary machine. Dick is an ex-Marine.

Carl Hamilton, former elevator man, writes from Eastport, Maine that the snow has not been too heavy.

We wish Ted Freeman the best of luck in his new job at the Metals and Controls Division of Texas Instruments. Just before Ted left a party was held in his honor at the Floral Club where nearly forty friends gathered to wish him well.

PAPER MILL AND POWER PLANT

We are glad to hear that John Wozniak's wife is successfully recuperating from recent surgery.

It was good to see retiree Jerry Collins who visited us recently.

The men in the Power and Steam departments gave a radio and a purse of money to Pat O'Malley when he retired at the end of the year.

We are glad the snowstorm was good news to someone. Fran Gilmartin finally got to use his snowblower! He bought it in the fall, but had little snow to use it on all winter.

Congratulations to Mr. and Mrs. Ray Parker who became the proud parents of a son, Andrew Scott, born January 7. Ray is an inspector at the Main Mill.

PHILLIPSDALE

Congratulations to Mr. and Mrs. Richard Sullivan on the birth of a second daughter, Erin Elaine. Colleen Mary is now 14 months old. Dick works in the Insulating Board Plant.

The 40th anniversary of Clarence (Swede) Pierson's connection with Bird & Son was remembered by his fellow foremen at a recent foremen's meeting when he was presented with a portable radio. Swede seemed quite pleased with it. In fact, we understand he played it all the way home.

Ann Knight, daughter of Mr. and Mrs. Paul Knight was recently elected president of her sorority and a member of the student council of Syracuse University.

Our sympathy goes to Robert and John Ellis in the recent death of their father.

Our own Gil Dias has been nominated by the local democratic city committee for one of the city council seats.

BOWLING NEWS

As of March 23, Matt Pino still holds the high average with Joe McBride having the high single, and Pat Pino and Henry Lourenco being tied for the high three.

A nip and tuck battle seems to be shaping up between the Pierce Arrows, Essexes, and Franklins as right now these three teams lead the league with but two points between them.

The five highest bowlers are: Matthew Pino 110, William Kanoski 105, David Seeley 105, Armand Roy 104 and Henrique Lourenco 104.

Ed Boisvert speaks well of the Renault after the bad snow storm we had. He offered to take three of his fellow workers home the morning of the storm. Cars were stuck at all angles in the mill yard, but the Renault wove in and out until in the clear, when suddenly a snowplow coming out of Standard Oil's yard plowed car and all into a snowbank. No damage was done. Ed backed the car out of the drift and continued on up a side street that had not yet been plowed. Drifts were over the hood of the car and finally when the car could go no further, he just picked up the front end, turned it around and went out the path he had just made. All passengers got home safely including Ed and the Renault.

CHARLESTON

Due to the fact that Charleston is located on the coast, the salt breezes usually create conditions unfavorable for snow. However, on the morning of March 11 the first snow fell since 1943. Though it did not reach much depth (less than 1 inch) it was accepted with great delight. Schools and many business houses closed for the occasion.

CHICAGO

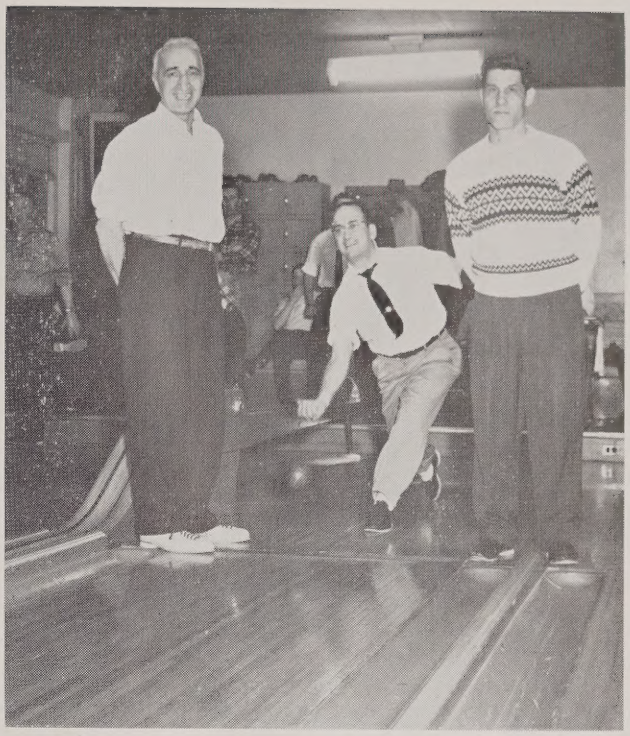
Fred Busselle, married and living in Lafayette, Indiana, is the new territory salesman hired to replace W. W. Stoops, whose death was reported last month. We welcome Fred and hope his stay is a long and happy one.

SHREVEPORT

Ollie Sherburne is happily awaiting the arrival in Shreveport of his sister and brother-in-law from Weston, Massachusetts

SNOW IN CHARLESTON! On March 11 the first snow fell in Charleston since 1943. Schools and many business houses closed for the occasion. Southern belles who braved the elements just outside the Bird & Son office door are Mary Childress, Beverly Mizell and Wilma Martin.

DORIS REARDON, left, almost captured all the top bowling honors. She still holds high average (91.7) and the High Single String (124). Evelyn Balduf, right, holds the High Three String record of 323.



TOP BOWLERS in the Men's League. Moe Bader, center, holds high season average of 103.7. Leon Sansone left, is High Single winner with 151 and Joseph Purpura, right, holds High Three String record of 362.

on a vacation trip thru the South. It will be the second time in 16 years that his kin-folk have visited him here, altho of course he has seen them every year while at East Walpole for the annual Office Managers' Meeting. It will be the first time in 8 years that they have visited with Ollie's children, who are their God-children, and the very first time that they have seen any of the four (count them) Sherburne grandsons. We can imagine it will be a happy and exciting occasion.

"Top Management Night" of the Shreveport Chapter of NOMA found R. F. Jenkins, general manager, attending as guest of member, O. N. Sherburne, office manager. The speaker, talked on the "Economic Outlook for 1960." Both member and guest reported an enjoyable and profitable evening.

Ora Miller's mother sailed from New York March 5, on the QUEEN MARY for a tour of Europe. She will visit nine countries and then will visit in Frankfurt, Germany with Ora's brother.

Anne Eddy displayed a very nice school paper from Blanchard Junior-High School, on which Gary, her son, acted as Editor-in-Chief. His editorial and other items were most interesting. In fact, Gary is a very brilliant 12-year-old and has for the past three years been in the rapid-learner class which entitles him to make a number of field trips to interesting places in the Ark-La-Tex area.

Winfield Russell, a former employee and son of Clifford Russell, died at Dover Air Force Base, Delaware, on March 19, 1960. Winfield worked for us as pick up man before making the Army his career. Clifford has worked on the Roofing Machine since 1946, presently being a slate man on the day shift.

Bosses' Night of the Shreveport-Bossier City Chapter of International PBX Clubs was held at the Lake Room, Captain Shreveport Hotel February 25. Attending from Bird and Son were O. N. Sherburne, Edwin Sompayrac, John Evans, Grace Fuller and Gertrude Salter. After a very nice dinner and an interesting program, a number of door prizes were given. Ollie, Grace, Edwin and Gertrude won nice gifts, but Alas! John went home empty handed.

Wylie Walden came into the office to report the birth of a grandson. It wasn't lack of interest in this fine boy that made him forget that he was born February 24 and that his name is Charles H. Toland, but he was rather excited about when he could take him rabbit hunting.

We are glad to know that Merline Wilcher is improving rapidly from her operation. During their lunch hour March 9, Opal Clay, Joy Sheperd, Lorraine Williams, Bill Kirklin and Leon Taylor visited her and enjoyed a lunch of sandwiches, cokes, etc.

(continued on page 8)

BIRD CLUB NEWS

BOWLING

It appears that this season's best bowlers have risen to the top and are going to stay there. There are no changes in either the Men's or the Women's League to report as of April 1. (See pictures of high bowlers) There are only a few weeks left in the season. Watch next month for pictures of the winning teams.

NEPONSET CHORAL SOCIETY

Principals, chorus, directors and accompanists are all hard at work this month to make sure you will have an enjoyable evening at the Walpole High School on May 13 or 14. Those are the dates of the Neponset Choral Society's spring production, *Ruddigore*, or *The Witch's Curse*. This Gilbert & Sullivan show has everything. Beautiful music, colorful costumes and scenery, dancing, exciting plot all combine to make this the best G & S show you've ever seen. Get your tickets early from the sellers whose names are on the bulletin boards.

CRIBBAGE

The last party of the 1959-1960 season was held in the Brigade Room with 20 players present. Arthur Bent won first prize, R. Blondell, second, and the baskets of fruit were won by Robert McLauchlan and Norman Greene. Heinie Nordstrom won the season prize — Charles H. Locke, Chairman.

GOLF

Men's Golf season opens at Cedar Hill Country Club in Stoughton on April 26 and notices organizing this year's teams have been sent out by Chairman Roland Peterson. More news next month.

The Girls' League is still searching for a place to play. Plans are indefinite at this writing.

ANNUAL MEETING

A report of what happened at the annual meeting on April 12 will be given in the May Review.

Glamour Vinyl New Floor Covering Line

Last month Bird & Son introduced a new line of Vinyl Floor Covering, Glamour. This is a product made by the rotary vinyl process but priced to sell at a cost only slightly higher than the lowest priced enamel surface products.

This new line fills the need for a real vinyl surface at a moderate price to replace the constantly diminishing sales of enamel surface material. Glamour is available in a compact but complete line of 9′ x 12′ rugs with fourteen colorings of four designs. These rugs have the luxurious appearance and fine design which customers have come to expect of vinyl surfaces. They also have the usual vinyl pliability.

Glamour is also available in 54″ wall covering in five pastel shades of a three-dimensional design.

This addition provides the Floor Covering division with three grades of rotary vinyl to meet competition — Glamour in the low priced field, Quality Vinyl in the medium and Super Vinyl for those who want the finest in a temporary floor covering.

JAMES W. PIERCE, who was recently made an assistant foreman on Charleston's Roofing Machine. He has been with the company since 1955.

Bird Chemist to be on Channel 5

Bird & Son is on television again. Roofing Chemist James Jackson will participate on Monday, April 18 on the program, Dateline Boston on Channel 5 at 6 P.M.

Jim and two other experts, one from the Children's Hospital and one from Fisher Scientific Company, will demonstrate chromotography — the process of separating compounds out of mixtures.

Dr. Isaac Asimov will introduce the program and ask questions of the three experts. He is a professor at the Boston University School of Medicine and a well-known writer of science fiction.

Watch Channel 5 at 6 P.M. April 18th.

Recent Deaths

LUIGI CARRIERI, retired, died on February 24 at the age of 69. He retired in December, 1955 from No. 1 Roofing Machine at the Norwood Plant, where he had worked for many years. His employment started in April, 1926. He worked in several of the roofing departments, but his longest service was on No. 1 where he worked continuously from 1941 to his retirement. He is survived by his wife, Margaret, of Providence.

ONESIME (JIM) BOISVERT, retired Phillipsdale employee, died March 21 in Providence after a long illness. He began work at Phillipsdale in June, 1923 as a millwright and worked with the Maintenance Department for over 23 years until his retirement in 1947. His family includes three present Phillipsdale workers, his sons, Edward and Albee Boisvert and grandson, Edward Boisvert, Jr.

HENRY DUTRA, gang boss in the Insulating Board Finishing Department at Phillipsdale, died on March 26 after a short illness. He started work in 1942, in the Phillipsdale Transfer Department, later becoming one of the early employees of the new board mill where in 1947 he became a gang boss in the Finishing Department. He is survived by his wife and two children.

JOHN F. DOWER, retired, died in Norwood on March 29 at the age of 83. In terms of service he was the oldest Bird employee in retirement, having started October 1, 1895 in the Maintenance Department at East Walpole. He worked there all his life until he retired December 31, 1948. For twenty years he was head piper. He is survived by three daughters and three sons: Mrs. Ellen Travers and Mrs. Joan Donavan of Norwood, Mrs. Eva Gross of Auburn, Maine, Daniel of Mattapan, John of Framingham and Robert of Walpole. Funeral services were held April 1 in Norwood.

Top of the News

(continued)

Among the 36 candidates installed into the Quill and Scroll at Fair Park High School March 11, when Principal E. H. Herron conducted the initiation of the high school journalists, was Barbara Smith, daughter of Willie Smith. Barbara will enter a local business college when she graduates this spring.

BIG BASS CONTEST

The Big Bass Contest is in full swing with an entry by "Dude" Davidson, weighing 4¼ pounds. The weather is just now getting right for good spring fishing and we hope to be able to report some good catches in the next issue of the REVIEW. Until then, Dude has his hand in your pockets, fellows, so you better get out and do some hard fishing.

John Evans and a friend went to Caddo Lake Saturday, March 19th and caught 75 bass. They threw back the small ones and brought home the limit of nice size bass.

GLENWOOD

We are bringing to a close one of the worst winters ever in Arkansas. We've had more snow than ever before recorded according to the weather bureau. It is still very cold. Usually at this time of the year gardening is the foremost topic but not this year. You can't plant in frozen soil.

Due to the unusual weather there has been more illness than ordinary. Noble Medlock and Robert Stewart lost time due to influenza. J. W. Love lost time due to mumps. J. W. and his entire family had mumps at the same time.

We have one new employee since our last news, J. W. Love. J. W. lives at Black Springs. He is married and has three small children. Welcome to Bird & Son, J. W.

BIRD & SON, inc.
Established 1795

E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD REVIEW NEWS DIGEST

Vol. 48. No. 5 Published for Bird & Son, inc. employees and their families May 1960

DELTA AIRLINES GETS BIRD ROOF

BIRD BUILT-UP ROOF being laid on tremendous new Delta Airlines Maintenance Building at Atlanta Municipal Airport. This largest roof of cantilever construction is 180 feet wide and 420 feet long.

HYDRAULIC SLIDING DOORS at the Delta's new maintenance building slide back to either end of this building to afford one tremendous opening, 420 feet wide.

Huge Hangar at Atlanta Protected by Bird Built Up Roof

Bird Built Up Roofs are proving exceptionally fine for large roof areas at airports. It was in October that we reported 1100 squares installed on the American Airlines Arrival Building at New York, and now comes this even bigger installation of 3300 squares.

The Bird salesman who sold the job is W. N. Hackney of the Dixie District which operates out of Charleston.

About 3300 squares of Bird Built Up Roofing materials went into this mammoth Delta Air Lines maintenance building which was constructed at Atlanta, Georgia Municipal Airport. Shown here is the hangar section only which contains about 750 squares of roofing. The entire building was completed this spring. Beale Roofing Company, Forest Park, Georgia, an approved Bird roofer, did the job.

This hangar section of the building is 60 feet high. It is of cantilever construction with no support from the ground inside the building. In fact, it is the largest cantilever roof in the world — 180 feet wide and 420 feet long. The opening on the front of the building is the full 420 feet and is equipped with hydraulic sliding doors. The steel alone for this section of the building cost over a million dollars.

Smith and Cashen in New Sales Assignments

William E. Smith, Jr.

Robert A. Cashen

Last month William E. Smith, Jr. moved to a new office on the top floor of the Main Office and acquired a new title, merchandising service manager of the Building Products Division. At the same time Robert Cashen was promoted to the position of sales service manager Eastern Division, left vacant by Mr. Smith's advancement.

New Position

Bill Smith's new duties put him in charge of all merchandising plans and price publications for all products sold in his division. In addition to coordinating these plans for the entire division he will spend some time also on sales analysis work. As a matter of fact he had already been doing some of this work in his former position. The new assignment provides the time and the authority to do more concentrated work for the whole division in this field.

Both Smith and Cashen are examples of promotion up through the ranks. After graduating from Walpole High School and working for a time in a store, William E. Smith, Jr. began his Bird career as a messenger in 1941 at the Norwood Roofing Plant. He soon became a clerk in the plant office. He left for military service in the U.S. Infantry in March 1943 and two and a half years later after becoming a sergeant and serving in Europe, he returned to clerical duties at Norwood Roofing. In December 1949 he transferred to sales correspondence work at the Main office, three years later became a sales trainee, participating in one of the popular Spring Caravan programs promoting Bird Building Materials Division products. On July 1, 1954 he became sales service manager of the Eastern Division, the post he held until his recent advancement.

Mr. Smith's service to the community has been noteworthy, too. Since 1956 he has served as co-chairman of the Junior Achievement program in Walpole. Like Benjamin Beale (sales manager, Fibre Box Division) before him, he can take much credit for successfully launching and developing this worthwhile activity in which more than 90 students now participate. Bill still serves as a sales adviser in one of the current companies. He and Mrs. Smith, who formerly worked at Bird Machine Company, live on High Plain St., Walpole. They spend most of their time in the summer at their cottage at Sagamore Beach.

Sales Service Manager

Robert Cashen started his career at the Norwood Roofing plant, too. After graduating from Norwood High School he worked for a time at Plimpton Press and attended Boston College for two years. He became a clerk in the Roofing Shipping Department in August, 1954 and later was planning clerk at the Roofing office. From May 1956 to April 1958 he was in military service in Germany. Becoming a supervisor in Shipping upon his return, he remained on this assignment until transferred to the Main Office as a sales correspondent in March 1959. On January 4, 1960 he became assistant to the sales service manager of the Eastern Division and three months later, on April 4, advanced to the position of sales service manager.

The Cashens, who live on Short St., East Walpole, have a two-year old son, Robert E. Like Bill Smith, Bob Cashen too serves as an adviser for Junior Achievement in Walpole. Bob is also taking an evening study course in Business Administration at Boston College.

Long Service List

JUNE 1960

Name	*Date*	*Dept.*	*Years*
Frank S. Clem	6-30-20	Floor Covering	40
Margaret B. Owens	6-22-25	Office	35
Martha C. McLauchlan	6-5-30	Office	30
Blanche A. Libertowicz	6-16-30	Office	30
Roxy T. Coburn	6-3-40	Office	20
James F. Moylan	6-5-40	Maintenance	20
Mary Conton	6-24-40	Office	20
George M. Blair	6-4-45	Power Plant	15
James F. Barnes	6-7-45	Maintenance	15
Elmer G. Johnson	6-21-45	Roofing	15
Elvin T. Davis	6-8-50	Roofing	10
John Strasunskas	6-9-50	Roofing	10
Raymond Wojdag	6-9-50	No. 1 Box Shop	10
Albert F. Blackler	6-13-50	Roofing	10
Charles R. Zabronsky	6-19-50	No. 1 Box Shop	10
Barbara G. Hanks	6-19-50	Office	10
Edith R. Oblachinski	6-22-50	Office	10
Thomas Mulkern	6-1-55	Paper Mill	5
James W. Kemmler	6-6-55	Office	5
Arthur E. Plummer	6-6-55	Office	5
Mary I. Brown	6-20-55	Office	5
Catherine Devine	6-20-55	Office	5
Robert Ripley	6-20-55	Military Service	5
Myron R. Brennan	6-30-55	Maintenance	5
NEW BRITAIN			
Maurice L. Martin	6-8-55		5
PHILLIPSDALE			
Albert G. Carlson	6-9-20		40
Paul I. Knight	6-17-35		25
Edward F. Perry	6-3-40		20
Anthony T. Gouveia	6-13-50		10
CHICAGO			
Harvey Brooks	6-19-45		15
Samuel Marks	6-13-55		5
Cleveland Haymond	6-20-55		5
Luther Smith	6-22-55		5
SHREVEPORT			
Modena P. Fuller	6-1-55	Office	5
Grady Wayne Duck	6-23-55		5
CHARLESTON			
Johnnie A. Caddell	6-24-55		5

Brain Twister

It was springtime, and Johnny was sent to the hardware store to buy a hammer and a box of tacks. When he asked how much they cost, the clerk said, "Well, the hammer costs just a dollar more than the tacks; you owe me $1.10."

When Johnny returned home, his mother asked him how much he paid for the tacks. Johnny said a dime but he was wrong. Can you give the right answer?

(Answer on page 4)

It is YOUR Tax Money They are Spending

Were you unpleasantly surprised when you filed your Federal Income Tax return? Once a year most of us are shocked to discover how big our tax bill really is.

Did you know that out of every $100 you pay in taxes $48.80 goes for military spending?

How much for farm price supports? - $4.70

For foreign aid - $4.70

For education - 70¢

For veterans - $6.60

For relief - $2.50

For public health - $1.00

For interest on the national debt - $11.40

These are just SOME of the items on which your tax money is spent. It all adds up to the fact that almost half of every tax dollar goes for defense and military items.

What can we do about it? Very little, individually.

But the actions of Congress reflect the reactions of all U.S. citizens. As more and more people become aware of the cost of government, of the waste and extravagance in government, there will be hope for improvement. Probably no items already in the Federal budget can be eliminated, but waste can be controlled and Congress can and should be cautious in adding new expenses.

In the months ahead when candidates of both political parties begin to promise what they will do, and begin to tear their opponents promises apart, think of these figures and what they mean to YOU.

Every honest effort to cut government expenses, to reduce government debt means MORE DOLLARS in your pocket when taxes are reduced through honest savings.

Pie in the sky promises to *give you more* by *spending more* federal funds aren't worth a nickel.

Where will the money for more spending come from?

Taxes. That's the only source of income the government has.

Where will the taxes come from?

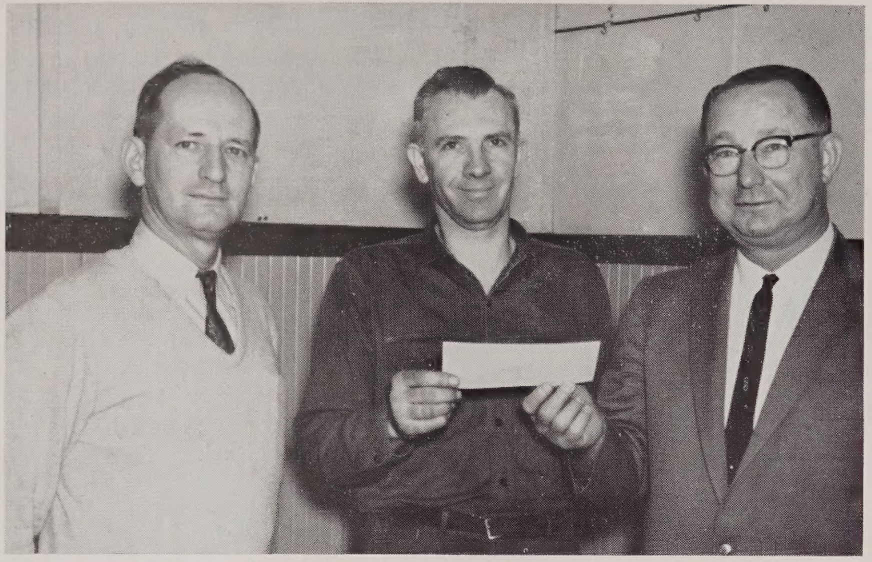
From YOU and millions of other citizens who pay income taxes and from taxes on business.

Only by spending less and reducing the tremendous waste in government can our Congressmen ever bring real tax relief. They'll do so only if large numbers of citizens write and tell them that the people of the United States want economy. Every letter counts. Why not write today?

* * *

ATTRACTIVE LIVING ROOM in a mobile home built by New Moon Homes, Inc. is enhanced by a Bird Linoleum floor. The two-tone tan pattern is of the Speckle series. This appealing picture appeared in New Moon's national advertising in all the large publications of the mobile home industry. Bird Linoleums are made at the Floor Covering plant and sold through the Industrial Division.

$50.00 Award to Carleton Rafuse



FOR AN IDEA which improves the cutting and trimming of wall covering Carleton Rafuse received a check for $50.00. Superintendent Jack Lockridge hands him the check as his Foreman, Albin Vietze, left, waits to offer congratulations.

A suggestion that turned out better than its originator expected paid $50 to Carleton Rafuse of the Linoleum Department last month. His idea for an Electric Eye Carriage Control has shown a savings in waste of material and has improved the quality of the sheet. The electric eye which controls the trimming is now fixed on the inner border of the sheet, instead of on the outer border. The inner border always runs true, providing a better guide for cutting.

Three men received additional awards of $20 for five accepted suggestions: Leon Morrison, FBPM1, Antonio Tirrocchi, DPM and Edmund Wenstrom, FBM.

Regular Awards for April

Pasquale Cicerelli, DPV	$20
Rene Guertin, FFDA	20
Elwood Morse, FBPM9	20
Irving Munchbach, FBPM9	20
Edward Parsons, FFV	20
Benoit Sirois, Lewiston	20
Ralph Sweinimer, FBR	20
Richard Vieira, DPB	20
Edmund Wenstrom, FBM	60
George Wise, FXF	45
John Arruda, DPP	5
Howard Elias, FBJ	5
William Gecawich, DPV	5
John Long, FFG	5
Donato Marrollo, FBPM6	5
Frank Montisano, FXG	5
Leon Morrison, FBPM1	5
Edward O'Rourke, FBPM9	10
John Pelypec, FFF	5
Vernon Stromberg, DPRE	5
Anthony Tirocchi, DPM	5

BIRD CLUB NEWS

BOWLING SEASON OVER

More than one hundred and twenty-five bowlers attended the big banquet at the Four Hundred Restaurant in Easton winding up a successful bowling season. There were no last minute surprises in season winners; those whose pictures appeared in last month's Review as the top bowlers held their places and received the year-end awards at the banquet.

In the Men's League, FBM, Roofing Maintenance, won the second half as well as the first half of the season, becoming the season winner without dispute. In second place, FBF won the roll-off over FFR by ONE pin!

Final standing in the Girls' League found Team No. 6, captained by Anne Cavanaugh in first place and Team No. 2, Joanne Leary, captain, in second place.

NEPONSET CHORAL SOCIETY

The big show "Ruddigore" is on the road and will be all over by the time you read this. As we go to press final rehearsals indicate another big success for the Society's ninth Gilbert and Sullivan show.

GIRLS' GOLF

We are off to a good start with twenty-four girls playing and four teams. This year the matches are being played at the Ponkapoag Golf Course, a fine 36-hole course at the foot of Blue Hill. Opening night was May 2. More news next issue, says Chairman Bunnie Woolley.

MEN'S GOLF

We started the year with 66 men signed up — counting both subs and regular players. There are four 13-men teams. We are playing at Cedar Hill in Stoughton on Tuesday nights. The results of the first week's play show that the informal handicapping performed by the Committee was reasonably accurate as the team standings showed:

Captain Green	12	points
Captain Berwick	11½	points
Captain Mathieu	9½	points
Captain MacIntyre	9	points

The Committee has established a policy that any Bird Club member wishing to play may do so. We would prefer to have them sign up as subs but if anyone wants to play and shows up, we will work him in with some group so that all Bird Club members will have a chance to belt the little white ball.

This year there are many players who have never played golf before. This is a wonderful opportunity for any persons to learn to play the game because they will be matched with others of their same skill.

The Committee which did such a fine job in sparking the League are: Harry Cady, Bird Machine; Alex MacIntyre, PBN; John McDougall, FFJ; Percey Spiers, FXF; Roland Peterson, RO — Chairman.

ANNUAL MEETING

At the annual meeting on April 12 Velma Cobb was elected secretary, Julia Lewis, treasurer and three men were re-elected to the Council: Robert O. Weger, John L. Hutchins and Albert W. Smith.

Miss Cobb replaces A. W. Smith who had served as secretary of the Club since 1935. A unanimous vote of appreciation was extended him for his many years of outstanding service. Miss Lewis replaces Gustave Sacre who had been treasurer for the past year.

At the next meeting of the Council, scheduled for May 10, a president and vice-president will be chosen.

ART CLASS

Chairman Velma Cobb announces that an exhibit of approximately 20 paintings is now open to the public at the East Walpole branch of the Walpole Public Library. There might have been even a larger exhibit, if there was more space, since so many of the large class did such excellent work this year. Be sure to see this show and cast your ballot in the box provided. The public is being asked to vote for the best paintings. Library Hours: Noon to 9 P.M., Tuesdays, Thursdays and Saturdays. 2 P.M. to 9 P.M. Mondays, Wednesdays, Fridays. The exhibit is being shown through May 29.

Instructor of the Art Class for the past several years has been Mrs. Guy Pierce, a graduate of Syracuse University School of Education and Fine Arts. Mrs. Pierce is particularly accomplished in watercolor and has exhibited in Boston at various times. In the East Walpole Library exhibition is her water color of East Walpole Square, loaned by Mr. and Mrs. William Hamel.

It takes a mighty conscientious man to tell the difference between when he's tired and when he's lazy.

Answer to Brain Twister

If the hammer and the tacks cost $1.10 and the hammer cost a dollar more than the tacks, the tacks cost 5 cents. The cost of the hammer — $1.05 — is a dollar more than 5 cents.

TOP OF THE NEWS

MAIN OFFICE

Bert Johnson, head of the Industrial Division, has just been elected to the promotional committee of the Mobile Home Manufacturers' Association. This committee directs the advertising and promotion of the association and runs several mobile home shows, including the big annual show usually held in February. On the committee both manufacturers and suppliers are represented.

Congratulations to Roland Peterson who has just been honored for his outstanding work as chairman of the Walpole Red Cross blood programs. In view of his fine work he has been named chairman of the Southeastern District of the state regional Red Cross blood program. He will now administer the program for 17 chapters from Walpole to the tip of the Cape and will also serve on the executive committee of the state program. Pete has personally donated nearly 3 gallons of blood and has directed the local program so successfully that Walpole's record stands at 207 pints per bloodmobile visit. Only two chapters in the state have averaged better than 160 pints per donor day.

We are happy to welcome Peg Owens back to the Floor Covering Department. She is working for Arthur LeBlanc, replacing Mary Whiting who recently resigned.

Alden Robinson has been named Floor Covering salesman, covering the territory formerly covered by Robert L. Kirby who recently transferred to supervisory duties at the Floor Covering Plant. Robinson's territory includes the states of Colorado, North Dakota, South Dakota, Iowa, Minnesota and Nebraska.

The telephone operators welcome back Gerry Buckley after a four weeks' illness.

New faces in the Floor Covering Sales Department include Lana Lucas and Madeline Tomasello. Welcome to both of them.

Always the proper Bostonian, Helen Curran donned her Easter bonnet on her outing to the mobile unit for her chest X-ray.

Florence MacDonald is just back from a vacation trip to Florida which included a nice visit with her brother, Malcolm, at our Charleston Plant.

It is good to see Julia Smith back to work after her many weeks of illness.

Congratulations to Mr. and Mrs. Harold Bailey who welcomed Linda Jean into their family on April 19. Mrs. Bailey is the former Nancy Hartford who once worked at the Main Office.

Mr. and Mrs. Frank Vietze are just back from Florida where they had a fine vacation, including a visit with their brand new grandson, Paul Anthony, in Jacksonville.

When Northeastern University celebrated the 50th year of its cooperative student program, twenty of its most distinguished alumni were awarded citations. One of the recipients was Calvin A. King, Class of 1944, better known to us as President of Bird Machine Co. and a member of the Bird & Son Board of Directors.

MAIN MILL

John Burke has just returned from a long week-end trip to Rockford, Ill. This was his first visit to see his new grandson, now nine months old.

Julia Lewis is now working at John Burke's office, replacing Jennie Shameklis who left to take up household duties. Julia, who has long been a Review reporter, will continue to report for the Paper Mill Office.

NO. 1 BOX SHOP

One of our early vacationers was Ralph Watson of the office. While vacationing in Miami for three weeks Ralph had the pleasure of meeting Vice President Nixon as he was leaving the Key Colony Golf Club in Key Biscayne.

Bill Reardon's father, Timothy celebrated his 90th birthday at the end of April. The actual date was April 26 but a family party was held on the 24th at 24 Laurel Rd., Norwood (where the father and Bill's sister live). Tim was blacksmith at East Walpole for many, many years until he retired in 1948.

Frances Penza spent a week in Bermuda last month. She says it was lovely there.

NO. 2 BOX SHOP

We are sorry to report that Catherine Brady is out sick. We hope she will be back soon.

NORWOOD ROOFING

Illar Muul, a student who has worked here in past summers, and son of Valdur Muul who works at the Roofing Plant, graduates this year from the University of Massachusetts. He has been granted a $2100 scholarship to take graduate work at the University of Michigan in the field of zoology.

Belated sympathy is extended to Karlis Vitinsh and his family on the death of his father.

Jerry Chisholm has finally received his season ticket for his favorite ball club, the Boston Red Sox.

Congratulations to Albert Blackler whose wife presented him with an 8 lb. 2 oz. baby boy. They have named him Stephen Richard.

Congratulations, also, to Mr. and Mrs. Joseph Cadero, whose new daughter, Karen Ann, was born at the Norwood Hospital April 12. Joe works in the Engineering Dept.

Harry Brylinski, our expert on both fresh water and deep sea fishing, is now taking an interest in indoor fish. He is now the proud parent of little mollies and tuxedos.

CHAMPS! Winning team in the Girls' Bowling League: Seated: Evelyn Balduf; standing: Alma Walsh, Catherine Foley, Margaret White. Unfortunately, Capt. Anne Cavanaugh was absent when this picture was taken.

WINNERS in the Men's League (both halves of the season): Seated: Capt. Ted Pierce; standing: Joseph Purpura, John Koval, Everett Pyne, Armando Croatti and Francis Flaherty.

Cancer's

7

danger signals

1 Unusual bleeding or discharge

2 A lump or thickening in the breast or elsewhere

3 A sore that does not heal

4 Change in bowel or bladder habits

5 Hoarseness or cough

6 Indigestion or difficulty in swallowing

7 Change in a wart or mole

If your signal lasts longer than two weeks go to your doctor to learn if it means cancer

AMERICAN CANCER SOCIETY

James Lowe spent a week's vacation at Williamsburg, Va. taking in the sights.

FLOOR COVERING

Floor Covering Accounting will soon move into its new office, located in the former Brigade Room. Brightly painted walls, plenty of space and a newly laid tile floor will be much appreciated.

Many changes in office space are in process at the Floor Covering Plant. William Pratt and Stephen Cavanaugh will be located at the former Floor Covering Accounting Office. Henry Stephens will be in the office formerly occupied by Bill and Steve. Frank Reynolds' new office will be located in the former Research Library and the Library has been moved down to the other end of the Lab. A waiting room for visitors is just outside the new Accounting Office and Larry Hewins is now in a new location between the Lab and the Art Room.

We wish James Twohey good luck as he transfers after fifteen years to the Roofing Laboratory.

Welcome back to John Stonefield and Frank Petkunas who are here again on the Northeastern University cooperative plan. We also welcome William Duffey, a new Northeastern student, who will be assistant to Bill Mark.

We were glad to see Louis Kannally back after a two weeks' vacation in Florida. We understand he is minus quite a few dollars after living it up high.

When the golf season opened on the 26th of April we were glad to see that many hackers signed up from Floor Covering, including Thomas Coyne, John Eppich, Paul Manning, Joseph Eppich, John McDougall, Joseph Marcotte, Robert Hocknell, Thomas Manning, George Dusty, Gil Nowell, Edward Phillips, Earl Higgins, John Stonefield and George Johnson. John Eppich reports he had a 51 for 9 holes when practising last week.

Good luck to Hendrik Krosschell who is this year's chairman of the popular Village Fair staged each year by the Episcopal Church in Walpole.

PHILLIPSDALE

After a very exciting roll-off, made necessary when on the last night the Pierce Arrows and the Essexes were tied, the Pierce Arrows finally won and ended the season on top. Those making up the winning team were: Matt Pino, Jim Rebello, Everett Rockwood, Paul Knight, and Audrey Perry.

The final league standing:

	Won	Lost
*Pierce Arrows	58	32
Essexes	58	32
Franklins	55	35
Model T's	38	52
Hupmobiles	35	55
Stanley Steamers	26	64

* Won play-off.

Twenty-six attended the annual banquet on April 24 where prizes were awarded to the following winners:

High Average, Matt Pino	110
High Three, Pat Pino	384
Henry Lourenco	384
High Single, Joe McBride	155
Second High Average, Bill Kanoski	105
Second High Single, Rus Mollerberg	152
High Team Three, Franklins	1642
High Team Single, Hupmobiles	550
Ladies High Single, Audrey Perry	125

Nine bowlers were present every week — Matt Pino, Armand Roy, Dave Seeley, Jim Rebello, Bill Rebello, Frank Sears, Bob Pearson, Audrey Perry, and Martha Perry.

Our sympathy is with the family of Hjalmar Hyrske in the recent death of Mrs. Linda Hyrske.

Among those graduating from the East Providence Senior High School this year is Halford Donald Perry, son of Dudley Perry of DPX, brother of Audrey Perry of the office and grandson of Henry Phelps — retiree.

New arrivals include:

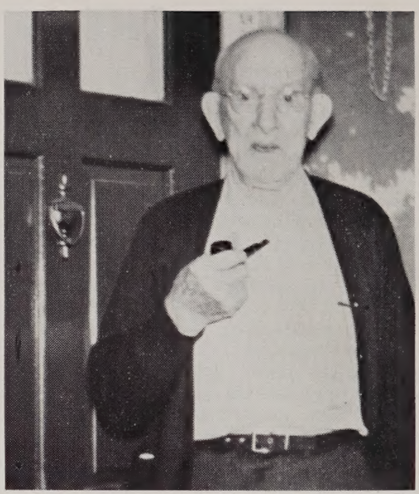
Joseph Patrick Hammond, 8 lbs. 13 oz., to Mr. and Mrs. Joseph Hammond on February 7.

Wayde Douglas Seeley to Mr. and Mrs. Joseph Seeley, March 14th.

LEWISTON

Spring is here, and babies are blossoming right and left, including an 8 lb. 2 oz. son to Mrs. Gerald Hinkley, named Brette. Proud grandma is June Briggs. June and Jerry are both Bird employees.

Maryette Smith has a new grandson, named Kevin Ray. Helen Lane is great aunt to a boy weighing 6 lbs. 8½ oz.



NINETIETH BIRTHDAY in April for retiree Timothy Riordan. Still in good health, he lives in Norwood with his daughter. For many years he was a blacksmith at our East Walpole plant.

Shirley Bussiere, former employee, has a baby daughter.

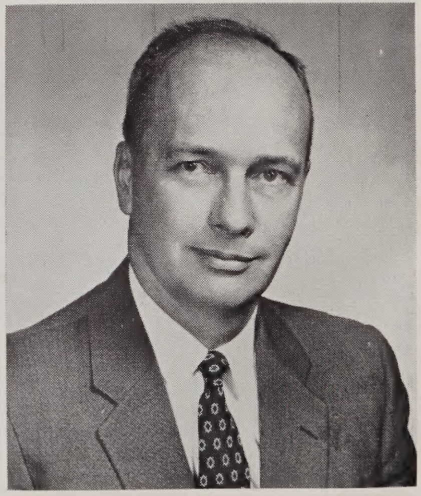
Rita Breau, has her first grandchild, a daughter born to Mr. and Mrs. Sonny Breau. Sonny, an accomplished guitarist, is picking up where Betty left off, and has had a very successful tour of Canada. Betty, whose stage name was Betty Cote, was formerly with the Lone Pine Mountaineer.

We are very fortunate to have three of the Cote girls with us. All three have been on the stage. One noon recently we had the pleasure of hearing them sing together, with our new man from South Carolina, Simon Edwards, playing the guitar. Simon also sang for us, very nicely we might add.

Joan Walmsley has wound up the ski season; she spent Easter Sunday at Sugar Loaf Mt. in Kingfield.

Main topic these days is fishing. Margaret Gillis, Christine Gagnon and Fern Champagne, report that their boats are ready to be launched.

Irene Freve has a new boat, and is now looking around for a cottage. With a boat



OSCAR M. LAMBINE, whose appointment as chief engineer of all Bird plants was announced last month.

FOUR GENERATIONS attended Mrs Palmina DeFlaminies' 76th birthday party at the Floral Club in April. Her son, Amedio, right, is night foreman at No. 2 Box Shop. His son, Robert, a former Roofing Lab. worker, stands at the left and the baby is Robert, Jr.

and a cottage at the Lake, guess she'll be all set.

Olivette Morin says her daughter is coming along fine since her recent tonsillectomy.

We are very happy to have Elizabeth McCabe back with us after her recent operation. She is looking very well.

We are all hoping that Yvonne Fish, who has been sick for quite some time, is coming along fine and will be back soon.

CHICAGO

Congratulations to Mr. and Mrs. R. H. Watts on their new son. Paul Louis Watts arrived March 26, 1960, weight 7 lbs. 6 oz.

Welcome to Mrs. Helen Rheim! We hope Helen's stay will be a long and happy one.

Our traffic manager, Al Cook, is confined to the hospital. We wish him a speedy recovery.

We all congratulate Phil Johnson on his promotion to Vice President of the Flooring Division!

We extend our heartfelt sympathy to Margie Mulhall on the recent sudden loss of her brother, Martin.

Our sympathy to Peter Cermak on the loss of his father and to Walter Wiggins on the loss of his father-in-law.

We also extend our sympathy to John Risberg of the Machine Shop on the recent loss of his mother.

Waging War On Obscene Mailings

Postmaster General Arthur Summerfield has announced a campaign to rid the mails of obscene and pornographic material. You can help, he says.

"Only through an informed public, aroused to the pernicious effects of this filth upon the youth of our country, can we hope to secure the legislative action needed to obliterate this multi-million dollar racket."

If obscene mail arrives at your house you should do two things:

1. Save all materials, including the envelopes and all enclosures.
2. Report the matter immediately to your local postmaster and turn the materials over to him.

Act fast, because purveyors of such material move frequently. The postal authorities can work more effectively in tracking down the offenders if they are informed as soon as the mailings begin to arrive.

CHEST X-RAY UNIT
Nº 5

LINING UP for free chest X-Ray offered to employees at all Mass. plants and offices in April. Better than 85% participated in this check up offered jointly by Bird & Son and the Norfolk County Tuberculosis and Health Association.

Recent Deaths

JOHN T. JOHNSON, retired, died at his home in Norwood on April 10 at the age of 74. He had been retired from No. 2 Box Shop since 1952. Starting in the East Walpole Yard crew in July, 1935, he transferred to the Floor Covering plant at the end of that year. After five years he transferred again to No. 2 Box Shop where he continued until his retirement in December 1952. He is survived by his wife, Tekla, and five children: Mrs. Cecelia Sundberg of Walpole, Bernard of California, Ralph, Edwin and Sigurd, all of Norwood. Sigurd is employed at Bird & Son, in the Finishing Mill. Funeral services were held April 12 at Emmanuel Lutheran Church and burial was in Highland Cemetery.

JOHN J. ROGERS, retired, died of a heart attack at his home in Hyannis on April 3 at the age of 69. He started work for Bird & Son in September 1942 at No. 7 Roofing Machine, and except for short periods in other departments of the plant, continued on that machine until his retirement in December 1955. Since retiring he had been living at 25 Elliot Street, Hyannis. He is survived by his wife, Lillian.

MATTHEW G. PHILLIPS, retired, died in Norwood on May 4 at the age of 75. For many years he was shift boss at the Kettle House of the Norwood Roofing Plant. He started at Roofing Shipping in July 1920, soon transferred to the Kettle House and until September 1945 was shift boss in that department. He then became assistant storekeeper for the plant and remained on that job until he retired at the end of December 1952. Funeral services were held in Norwood on May 6, with burial at South Dennis, Mass. He is survived by his wife, Ada, two daughters, Mrs. Madeline Pitts and Mrs. Dorothy Fisher, and several sisters and brothers, two of whom, Nelson and Clarence, work at the Floor Covering Plant.

Roofing Salesman Admitted to the Bar

Tom Spencer, roofing salesman in the Massachusetts North Shore Territory, has just been admitted to the Bar.

To pass the bar exams and become a member of the legal profession has been a life-long ambition of Tom's. He got his pre-legal education at Malden Catholic High and at Boston College, class of 1948. Starting twelve years ago as a sales trainee in the Eastern Division of the Building Materials Division, he received his first territory assignment in 1949 at Detroit. He was transferred to Westchester County, N.Y. in January 1950 and to the Massachusetts North Shore Territory in February 1951.

This put him in reach of Boston evening schools and in 1955 he made up his mind to study law. For the past five years he has been attending school three nights a week, four hours a night — first at Boston College Law School and then at Portia Law School, from which he received his LLB in 1960. This spring he tried for the bar exams and passed.

This remarkable record has been achieved along with a parallel record as a successful salesman for Bird & Son. He likes selling, has no immediate plans for changing his vocation. Still, if there were a chance to make use of his legal talents — who knows what the future holds.

The Spencers live in Melrose and have five lively children: Kathleen, 9, Thomas, 7, Brian, 6, Kevin, 4 and Mary, 3.

Math Whiz Builds Computer

Meet Richard Seavey, only seventeen, who has already achieved an amazing record in the field of science and electronics. He's an honor student graduating from Westwood High School this year, and the son of Everett W. Seavey, No. 2 Box Shop. Math and Physics are his specialties.

First of all, he has built both transmitting and receiving radio sets and is a licensed ham operator. He has also built several telescopes with which he has tracked unmapped stars.

For his high school Science Fair last month he worked for a year designing and constructing a computer that electronically solves problems in calculus. Winning third prize in this Fair, he was entitled to enter his computer in the Regional Fair at Bridgewater and the State Science Fair at M.I.T. At the State Fair he won second prize.

He hopes to enter M.I.T. and with his kind of a record that should not be too difficult. Whether it is M.I.T. or some other fine college, he says his main aim in life is to be an astronomer or a research physicist. His dad, Everett, has worked for Bird & Son twenty-five years and is President of Local 1330 United Paper Makers and Paper Workers AFL-CIO.

RICHARD SEAVEY, senior at Westwood High School, with the computer he has built for electronically solving problems in calculus. This machine won second prize in the local high school Science Fair and was exhibited at Bridgewater and at M.I.T. Richard's father is Everett Seavey of No. 2 Box Shop, president of Local No. 1330.

Bird Training Team Attends Siding Clinic

In mid-March four Bird "experts" attended a four-and-a-half-day Aluminum Siding Clinic in Pittsburgh put on by the Aluminum Co. of America. Here they learned from Alcoa technicians how to apply the new Bird-Alcoa Aluminum Siding. Representatives from other companies which sell the new Alcoa product were also present at the meetings.

Bird men who attended were Edward L. Lincoln from East Walpole, Paul Fisher from the Eastern Division, Edward Pikes from the Western Division and William Price from the Southeastern Division.

Each man was thoroughly trained so that he is qualified to participate in a program for training all Bird Building Materials salesmen in these application techniques. The Bird experts are also available to educate dealers, builders, applicators and others in the skills they will need in this field. Since large sales of Bird-Alcoa siding are expected, it is important that all who handle the product are well informed on its application as well as its selling qualities.

BIRD
& SON, inc.
Established 1795

E. Walpole, Mass.

Return postage guaranteed

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1

BIRD NEPONSET REVIEW

JUNE 1960

"Batter Up!"

Changes in Treasury Department

Dictation by Telephone

Salute to Scouting

Don't Be a Statistic

Vol. 48 No. 6

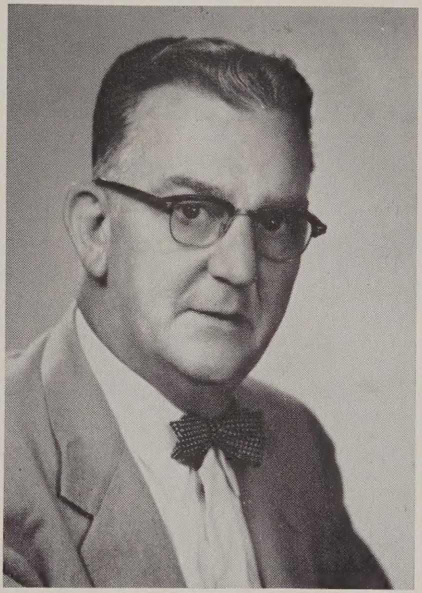
Hundreds Pay Tribute to Wesley C. Ahlgren Who Died Suddenly on Cape Cod May 14

Secretary-Treasurer Wesley C. Ahlgren died suddenly on May 14 as he worked in the garden he loved at his summer home on Cape Cod. He had suffered a heart attack in 1957, but had regained a good measure of health and was at work as usual in his office the day before he was stricken.

He received his secondary school education in the public schools of Brockton and later graduated from the Bentley School of Accounting and Finance, and from Northeastern University in 1926. He was employed for several years with the Royal Typewriter Company of New York, and for three years with Price Waterhouse & Company as auditor, during which time he was frequently at Bird & Son working on the company's financial reports.

Many Achievements

The years from 1926, when Mr. Ahlgren joined the company, to 1960 were significant ones for Bird & Son. They included the Great Depression, World War II, the post war years and the recent years of competition and change. Engaged as assistant to the auditor, he became assistant auditor in May 1930, auditor and office manager in December 1930, assistant secretary-treasurer in 1937 and secretary-treasurer in 1946. During World War II he was named by President Roberts as the official company representative on priorities. Working closely with the Purchasing Department, and spending many weeks in Washington, he solved many difficult problems for Bird & Son. A few years later, during his first years as treasurer, he and his associates established both the Retirement Trust program and the new Group Insurance Plan, which replaced the Employees' Mutual Benefit Association. He was a top officer concerned with the planning and financing of such major projects as the building of the Shreveport Felt Mill (1949), the construction of the Charleston Plant (1954), the new Main Office (1958), the Floor Covering Vinyl Unit (1959).



As the financial officer of Bird & Son, inc., he was also secretary-treasurer of Bird Machine Company, vice president and treasurer of the Berry Refining Company of Chicago, treasurer of the George W. Dinsmoor Company of Lawrence and a director of Bird & Son, inc., Bird Machine Company, Berry Refining Company, Norfolk County Trust Company, Arrow Mutual Insurance Company of Newton and Bird-Johnson Company of South Walpole. For some years he also served as a trustee and member of the Executive Board of his alma mater the Bentley School of Accounting and Finance.

Active in Community

He was active in the First Lutheran Church of Brockton and served on its Board of Trustees for many years. He also was for three years a member of the Board of Public Welfare for the City of Brockton, and served several years on the City's Personnel Board.

Wes Ahlgren was a prodigious worker and one who expected much of those who worked with him. His friendly spirit and sense of humor endeared him to a great many friends in the organization and the community. They turned out by the hundreds to pay their respects at the funeral home visiting hours and the funeral at Brockton's First Lutheran Church on May 17.

He is survived by his wife, Regina (Sundstrom) Ahlgren, a son, Phillip of Osterville, a daughter, Mrs. Joanne Wakefield of Westwood, two grandchildren, a brother and three sisters.

On the Cover

LITTLE LEAGUE is in full swing in June on local diamonds. At bat for the Walpole Tigers is Robert Procaccini, son of Al Procaccini, Floor Covering; catching is Donald Hescock, son of Merle Hescock, Floor Covering whose team, the Indians, has Joseph Cadero of the Roofing Engineering Department as manager. Donald Brennan, East Walpole Maintenance, is the umpire. Manager for the Tigers is Joseph Moylan, East Walpole Drafting Department.

BIRD NEPONSET REVIEW

MIEA Vol. 48 No. 6 June 1960 ICIE

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser

OFFICIAL LITTLE LEAGUE BASEBALLS by Harwood are used by the Norwood Little League. Here are Braves manager, Francis Wall, center, and coach John Koval left, breaking out new balls for use in an early June game. Wall and Koval work at Norwood Roofing. Umpire-in-chief, Richard Wenstrom, of Bird Machine Company is at the right.

Harwood Ships Baseballs All Over The World

and Bird Corrugated Boxes Help Get Them There Safely

BATTER UP!" From sand lot games to big league, this cry is heard from coast to coast. And in hundreds of thousands of those games the ball used is a baseball manufactured by H. Harwood & Sons, Inc. of Natick, Mass. and carried to its retail destination in a Bird Corrugated Box.

What's Inside

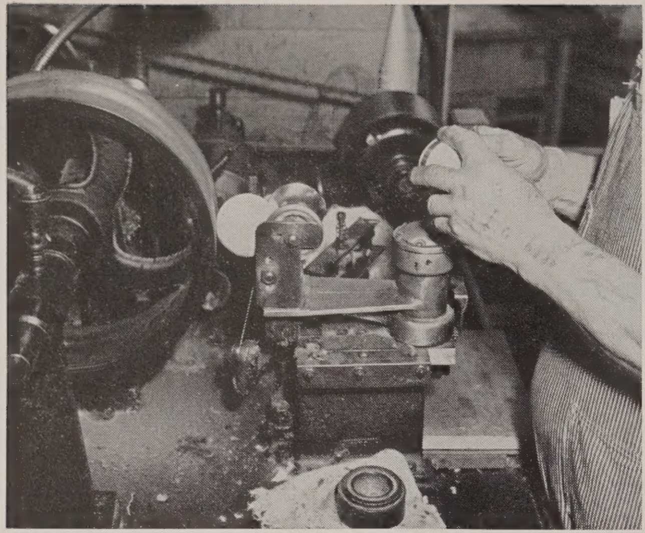
Manufacturing a top-quality big league baseball is a precision job that takes many weeks because of the necessary curing at various stages. To make a league ball Harwood starts with a cushioned-cork center (a small cork center covered by two layers of black and red rubber.) This center, a little smaller than a ping pong ball, is placed in a Harwood-designed machine, and wound with yarn. First come 121 yards of rough gray wool, then 45 yards of white wool, then 53 yards of fine gray wool and finally 150 yards of fine white cotton. Some one has figured that there's enough yarn to go around the bases three times.

After each winding the sphere is cured, in some cases as long as two weeks, and after each of the last two windings the ball is dipped in rubber cement and again cured.

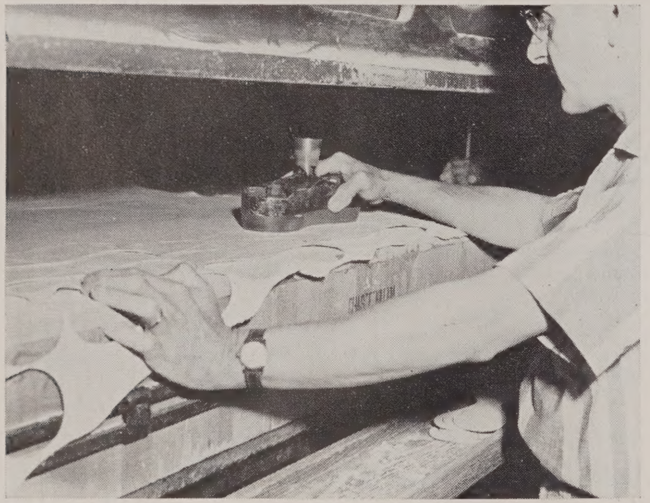
> *The rigid volunteer rules of right and wrong in sports are second only to religious faith in moral training . . . and Baseball is the greatest of American sports.*
>
> —*Herbert Hoover*

Meanwhile in another room workmen are die-cutting horsehide covers. Each cover takes two pieces in the shape of a figure 8, and punched with holes for exactly 108 stitches. After the leather is inspected and each pair of pieces matched for quality and color, the half-completed spheres and the leather go to another work room where expert women cement the cover to the core and stitch each ball by hand. All baseball manufacturers (and Harwood competes with nine others) have tried for years to develop a machine to do the stitching, but without success. Only meticulous hand stitching can provide the firm, smooth cover. During this operation the leather is moistened slightly. It is easier to handle and makes a firmer, tighter cover when it dries. Some of this stitching is done at the factory, but much of the work is sent out to women who work on a

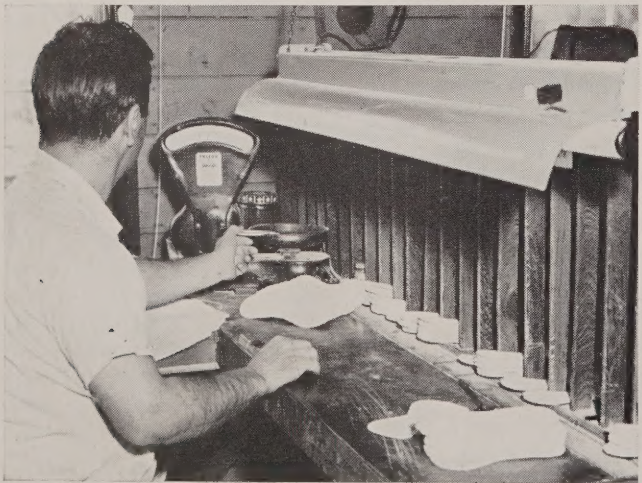
(continued on page 3)



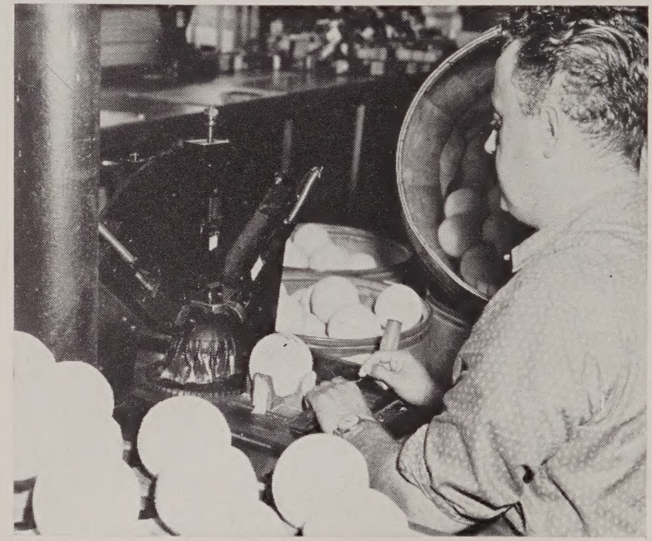
WINDING YARN on the baseball is done speedily and exactly on Harwood-designed machines like this. A gauge indicates when the right quantity of yarn has been wound. The operator double-checks this with a brass gauge to make sure the ball is perfectly spherical and the size is exact, important factors in the later stitching operation.



CUTTING HORSEHIDE in figure 8s for covers. The same shape is used in a larger size for softballs. Pieces are cut individually to permit careful inspection so imperfections in the leather can be avoided.



STITCHING BASEBALLS is still done by hand. No mechanical device has yet been invented to do the job satisfactorily. An expert stitcher can do about 8 balls an hour.



STAMPING the famous Harwood label and other identifying printing on the finished ball. This is the last operation before final inspection and packaging.

INSPECTING AND SORTING covers. Pieces are paired up according to texture, color and weight.

piece work basis in their homes. After stitching, the balls are rolled in machines designed to smooth out the ridges at the seams and polish the cover. The final operation before packing is the stamping of the famous Harwood name and the official name of the ball. {Incidentally, Harwood takes pains to deliver a smooth, shiny, polished ball. But what does the umpire or pitcher do? Upon receiving the ball, he immediately rubs it with dirt or grit to remove the Harwood shiny and polished finish!}

Then each ball gets its last of ten inspections, and the most careful one, is packaged in its own box, the boxes packed in cartons of a dozen, and the cartons packed in Bird corrugated cases and sealed for shipment. Eight sizes of Bird Cases are used. The largest (16 x 12 x 24) holds six dozen softballs, the smallest, one dozen softballs. Another much-used size is 18 x 12 x 18 which carries twelve dozen baseballs.

Harwood makes 20 different top-grade baseballs, based upon specifications, from the top quality ball for major league play that costs $3.25 each to an inexpensive practice ball with a core of pressed felt in place of wound yarn.

Special Little League Balls

Little League balls are featured in their extensive line. These are top quality baseballs, but carry different raw material specifications from the big league balls. The company also makes twenty different numbers of top quality softballs, for the game which became very popular a generation ago and is still played extensively.

The Massachusetts Game

Harwood has been manufacturing top quality baseballs and softballs for 102 years. They are the oldest name in the business, making their earliest product for the games known as the Massachusetts Game and the New York Game. The New York Game was played on a diamond shaped field, but in the Massachusetts Game the batter stood on the line half way between third base and home plate. The catcher of course was directly behind him. In making his run the player touched four bases. First base was the present home plate and a run was scored when he reached 4th base (the present third base). The game was played bare-handed.

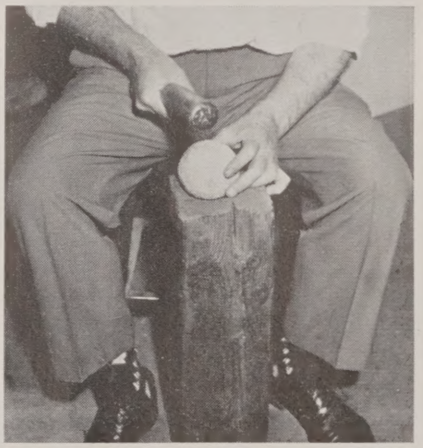
C. W. KOENIG CO.
13612 EUCLID AVE.
CLEVELAND, OHIO.
6 DOZ. 100-12"
W. L. MEAD
OLYMPIC SPORTS EQUIPMENT CO.
N. 4713 SPRAGUE AVE.
SPOKANE, WASH.

BIRD CORRUGATED CASES are used for shipments far and near. Softballs are being packed here. Baseballs, in individual containers, are packed in small boxes by the dozen and these boxes are then packed in the large Bird cases. Demand is heavy at this time of year and most cases are shipped out as fast as they are made ready.

Official Specifications

In the early days the balls varied in size, were made by hand to the specifications of each ball club. Clubs even ordered colored balls to match their team colors. They were all hand wound over hard centers of rubber, lead or even steel. Even wooden centers were used for a time during World War I. A ball 10 inches in circumference and weighing 6 ounces was specified for the New York Game. The Massachusetts Game used a 2½ ounce 7½″ circumference ball. In 1872 the game came to be known officially as baseball and standards were set. The specifications of the Harwood Baseball of 1872 became the specifications for the official Baseball when the game first adopted official specifications. The present official baseball has a 9″ circumference and a weight of 5 to 5¼ ounces. The official softball circumference is 12″ and weighs 6 to 6¾ ounces.

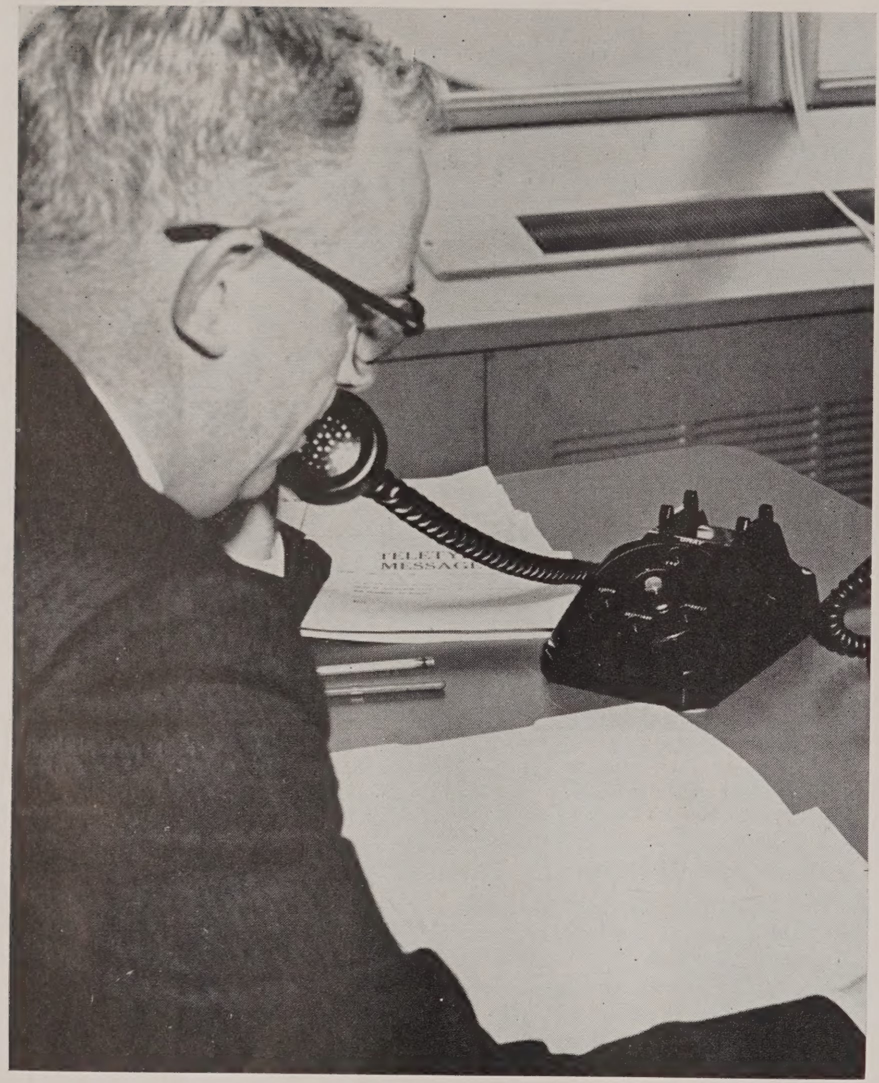
Harwood has been making softballs for most of its 102 years also, although for many years they were known as indoor balls. Old timers among the 300 Harwood employees still call them by this name.



THE WAY IT WAS DONE in 1858. The balls were wound by hand and hammered into firm shape and size on this "machine" before covering.

Harrison Harwood founded the Natick firm in 1858 with his three sons, and a Harwood has been at the helm ever since. It is one of the oldest firms, perhaps *the* oldest, to have been owned continuously by one family. The present owner and operator is Richardson Harwood, great-grandson of the founder. Out of the 89-year old, four-story Harwood shop in Natick have come many firsts in baseball. In addition to making the first baseballs and softballs, Harwood pioneered in developing the machines for winding the yarn on the balls. Also in the early years the firm experimented with many different cov-

(concluded on page 7)



New System at Main Office Provides

Dictation by Telephone

IT GOES IN HERE. Fred Parker, busy dictator at the Credit Department, speaks into this telephone on his desk which has a direct connection with recording equipment in the Stenographic Department. He pushes the button at top of dial area to indicate the end of a letter, the button at the left to listen back, the one at the right to indicate a correction and the one at the bottom to signal Miss Wadleigh (see last picture).

When Fred Parker at the Credit Department wants to dictate now, he just picks up a special telephone on his desk and starts to talk. At the end of each letter or memo he pushes a button on the dial marked "end." To make a correction he pushes another button. To listen back he pushes a third, and to talk directly with Miss Wadleigh at the Stenographic Department he pushes a fourth.

He is using the new Phonaudograph dictating system just installed at the Main Office. In preparation, about six weeks ago, yards and yards of new wires were strung through outlets and conduits on all floors of the office building.

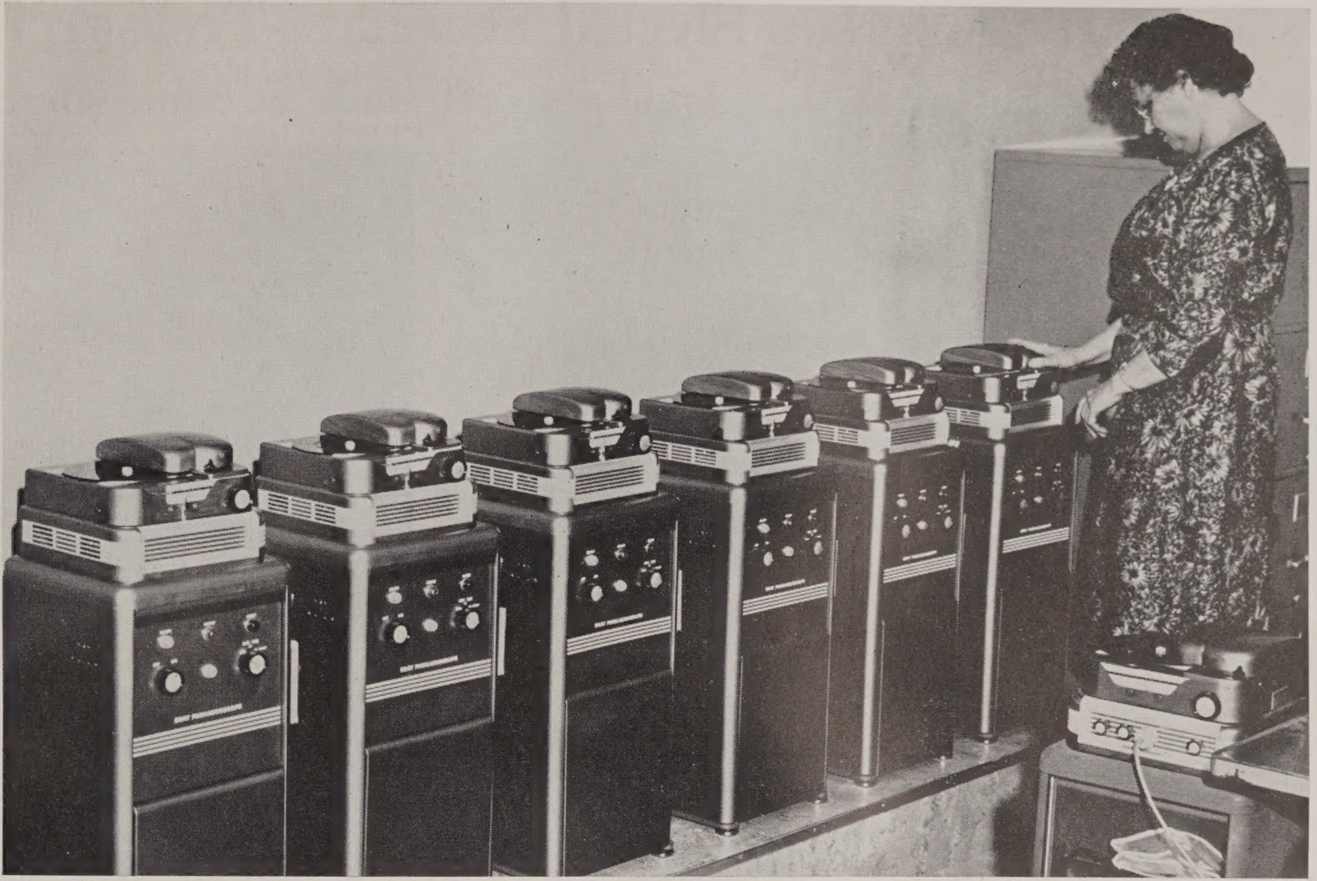
This network dictation system replaces the individual Audograph machines which have been in service twelve years. At each dictator's desk is a special telephone. Letters and memorandums are dictated into this instrument and recorded on central recorders at the Stenographic Department. There are six machines, all automatic, which pick up the messages coming over the special wires. As fast as each record is completed, perhaps with dictation from several people, it can be removed and processed by the transcribers. Thus dictation and transcription are both speeded by pooling and by having the records in the department where they can be worked on immediately.

Under the old system there were often peaks of transcribing activity when many records arrived at once through the messenger service, followed by slow periods. The new system smooths out these peaks and valleys, easing the work load and giving faster service. Again, since there are no moving parts in the dictating equipment on the desks, the new machines will last longer and will show a reduction in over-all costs.

Throughout the main office there are approximately 48 stations. At other locations, such as the Fibre Box Sales Department, the dictating will be done over the regular desk telephone by dialing a special number.

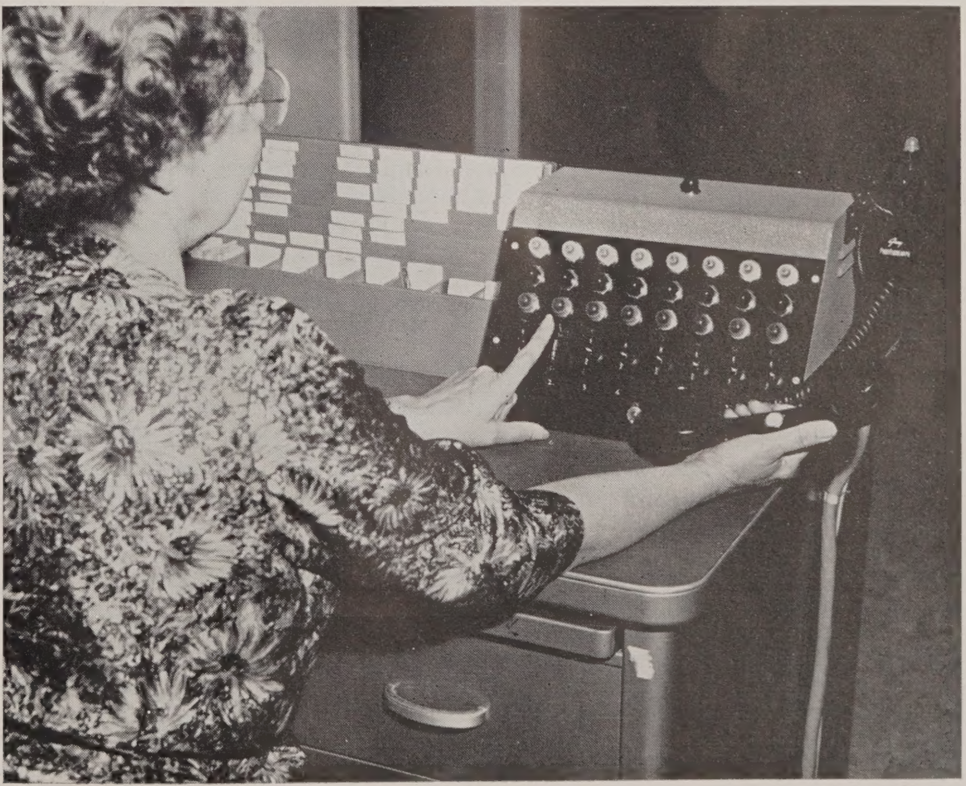
Incidentally, this is not the first Phonaudograph installation at Bird & Son. Charleston has had the system since 1954. The one at East Walpole is, of course, much larger.

What does Fred Parker think of the new equipment? He reflects what all users are saying: "It's terrific! I find it easier to use. I can concentrate better because there seems to be less outside noise. Also, you can dictate only one message, if you want, and know that it will be processed promptly without having to wait to dictate a full record. I'm getting my dictation back quicker, too, and that's a big advantage."



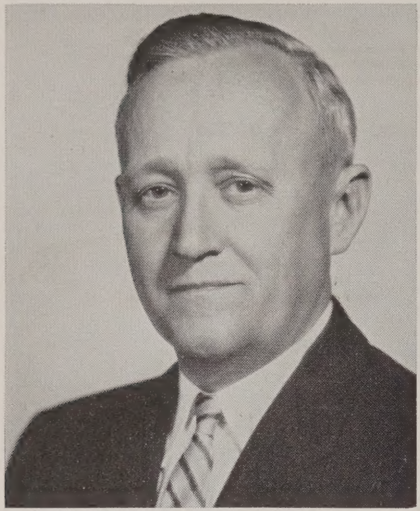
AND IT COMES OUT HERE. This battery of six machines stands ready to receive direct dictation over special telephone lines. Whether you have one memo or a dozen letters, your dictation gets prompt attention. Machines are checked frequently by Evelyn Wadleigh, department head, records removed and handed on to transcribers. Faster, more efficient processing results.

FOR SPECIAL INSTRUCTIONS the dictator pushes the "secretary" button and talks directly with Miss Wadleigh at the Stenographic Department. A light on this switchboard signals her. By throwing the proper switch she can talk with anyone on the system. When she speaks into the mouthpiece she pushes the white button on hand set.



Warren H. Anderson Elected Secretary-Treasurer

Other Appointments Made at Same Time


Warren H. Anderson

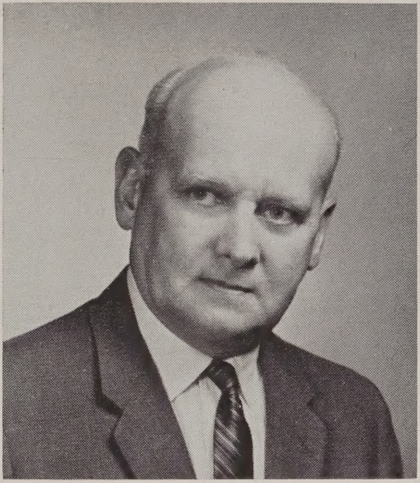
At a special meeting of the Board of Directors on May 19 Warren H. Anderson was elected secretary-treasurer of the company and a member of the Board. Immediately following, other meetings were held electing him a director and secretary and treasurer of Bird Machine Company, and treasurer of Berry Refining Company, George W. Dinsmoor Company, Bird Engineering, Inc. and Bird-Johnson Company.

After graduating from Boston University, College of Liberal Arts in 1926 he was employed as a cost accountant by the George Frost Company of Boston and subsequently became office manager and accountant for the Brockton Boot and Shoe Company. He joined Bird & Son as an accountant in 1933 and became internal auditor in 1940, auditor in 1946, assistant treasurer in 1946 and assistant secretary in 1949.

He is a director of the Berry Refining Company, W. J. Hill, Inc., George W. Dinsmoor Company, the Gillespie-Sherburne Fuel Company of Brockton and the Campello Cooperative Bank. He has also been assistant treasurer at Berry Refining Company, Bird Machine Company, and Bird Engineering, Inc.

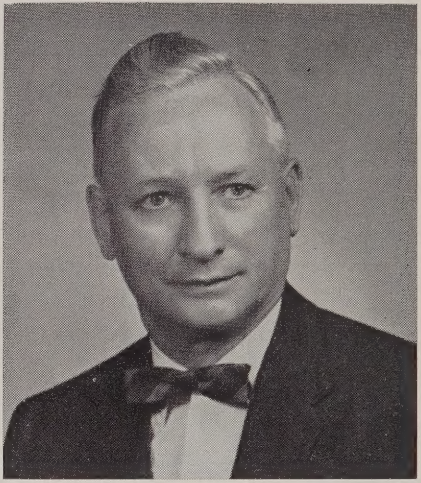
From 1953 to 1956 he was a member of the Board of Selectmen in his home town of West Bridgewater. He has served on several town committees and is currently a member of the town's Wage and Personnel Board.

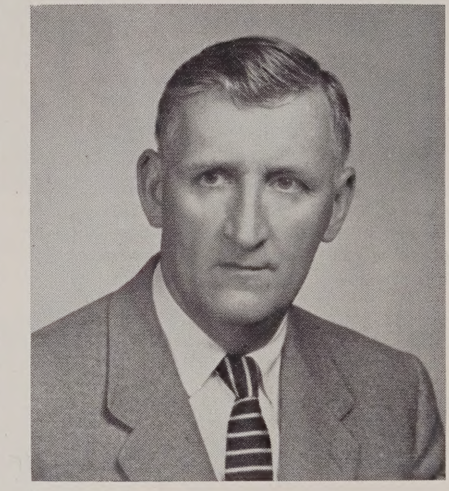
Mr. Anderson's family includes his wife, Martha; a daughter, Barbara, who is graduating from West Bridgewater High School and will enter Mount Holyoke College in the fall; and a son, Kenneth who is in sixth grade. The Andersons live at 373 Matfield Street, West Bridgewater.


John C. Rambeau

The election of Warren Anderson as treasurer was followed by the appointment of John Rambeau as assistant secretary-treasurer and controller, Frank H. Vietze as auditor and Roger Anderson as assistant auditor. All three men have had long service in the financial end of the company's business.

Mr. Rambeau's first contact with Bird & Son was as a certified public accountant for Price, Waterhouse & Co. In this capacity, in the 1940's, he worked on the company's financial reports. He joined Bird & Son as auditor in June 1947. He is a graduate of Harvard College, class of 1930, and received his secondary school education in Chicago and Michigan and at Montpelier Seminary. The Rambeaus, who live in Newtonville, have two children: John, Jr. a Captain in the U.S. Air Force serving as a doctor in Morocco and a daughter, Mrs. Jean Little of Hartford.


Frank H. Vietze


Roger Anderson

Auditor

Frank H. Vietze grew up in Norwood, graduated from Bentley School of Accounting and Finance in 1923 and immediately started to work for Bird & Son as an accounting clerk. In 1934 he was made head of the General Accouting section and in 1950 was appointed assistant auditor. Mr. and Mrs. Vietze live in East Walpole with their two younger children, Walter, attending Northeastern University and Barbara, a Junior in high school. The oldest son, Paul, is married and living in Florida; another son, Frank, is a student at Hartford Theological Foundation.

Assistant Auditor

Like Mr. Vietze, Roger Anderson is also a graduate of the Bentley School of Accounting and Finance, Evening Division. A native of Brockton, he had worked for the Campello Coal Company for several years before starting at Bird & Son in 1941 as an accounting clerk. He became assistant to the office manager in 1944 and head of the General Accounting department in July 1950. The Andersons live in Brockton. Their daughter, Jane, graduates from high school this year and enters Colby College in the Fall. She is secretary of her class.

$510 Paid in Suggestion Awards

Five men received additional awards of $20 in May for five accepted suggestions: Pasquale Alberico, FBM, Donald Gillis, FBPM5, Edward O'Rourke, FBPM9, Domenico Restaino, FBPM1 and George Wise, FXF.

Regular Awards for May

Augustine Brown, FFT	$20
Elwood Drake, DPM	20
William Gecawich, DPV	20
Donald Gillis, FBPM5	20
George Kingsley, FBPM1	20
Malcolm LeGay, FBPM9	20
Irving Munchbach, FBPM9	20
A. Lorne Murphy, FBB	20
A. Carleton Rafuse, FFG	40
Domenico Restaino, FBPM1	20
Joseph Roslauskas, FBV	20
Frank Shumski, FFG	40
Frederick Stahnke, FBPM9	25
George Wise, FXF	20
Andrew Wright, FBM	40
Pasquale Alberico, FBM	5
Hubert Bamford, FBM	5
Deeb Esber, FBPM1	5
William Janusaitis, FFJS	5
Edward O'Rourke, FBPM9	5
Francis Prisco, FFG	5
Carmino Sirignano, DPV	5
Frederick Vietze, FBE	5
Frank Wiberg, FFG	5

Meetings Spur Sales

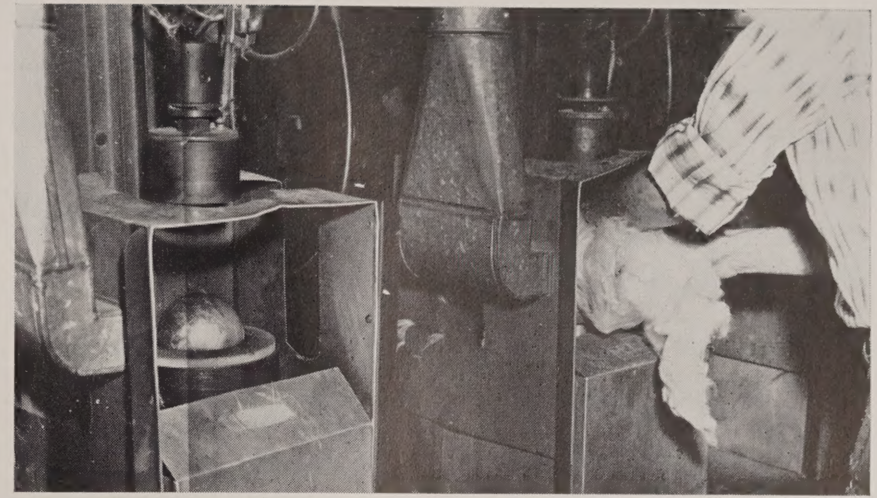
Vice-President, Philip C. Johnson and Sales Manager, Arthur J. LeBlanc last month participated in a very effective series of meetings with all Floor Covering salesmen and field managers.

Three meetings were held, one at New York on May 3, one at Atlanta on May 5, and one at Chicago on May 12, covering the three major areas of the country. Each Floor Covering salesman had the opportunity to meet the new vice-president and to exchange ideas for increasing sales of Bird Floor Coverings. Many worthwhile suggestions were made which will be translated into action in the months ahead.

The salesmen were also shown the new Patrician pattern in Quality Floor Covering. Their enthusiasm over this pattern, the first metallic pattern to appear in Quality Grade, has already resulted in so many orders that a rerun had to be scheduled within 15 days of the introduction of the pattern at the sales meetings.

Harwood Baseball Story

(concluded)



ELECTRO-THERMAL PRESSURE MACHINES, invented by Harwood, are filled with exact amounts of Kapok (determined by weight). Heat and pressure are applied for about 15 minutes to form the finest of centers for softballs. These are subsequently wound with cotton yarn and covered with horsehide. Softballs are made with circumferences from 10 to 17 inches.

er designs — the "orange peel," the "cloverleaf," the "equator" and finally invented and introduced the "figure 8" which has now been standard many years. This firm was the first to make official balls, starting in 1858, the first to distribute rulebooks (1860), the first to standardize specifications for baseballs (1858) for the Massachusetts and New York game and in 1872 for the National Game of Baseball.

Bird & Son is proud to salute this century-old firm which has grown with the times, producing a good share of the more than 10-million baseballs turned out in the industry each year. We admire especially their insistence on high quality standards which continue to make Harwood a top name in baseball circles. We are pleased that they continue to choose Bird Corrugated Cases, made at No. 1 Box Shop, to carry their product safely into all 50 states and several foreign countries.

Recent Deaths

FELIX IAROCCI, retired since 1950, died at his home in Dedham on May 12 at the age of 75. Starting in February 1925 at the No. 2 Box Shop, he worked for almost all his Bird & Son years as a finisher on the International folder. He also worked for several periods in Shoe Cartons and at Norwood Roofing between the years 1909 and 1923. Funeral services were held May 16 with a requiem high funeral Mass at St. Mary's Church, Dedham. He is survived by a son, Felix, Jr. who works at the Floor Covering Plant; a son, Michael of Dedham; and five daughters: Madeline of Washington D.C.; Phyllis of Dedham; Vincentia of Needham; Mrs. Mary Rossi of Needham and Mrs. Marjorie Conradson of Sharon.

ELOI A. DESCOTEAUX, 237 East Central St. Franklin, died on May 30 after a three months' illness. He had worked in the Solid Fibre Finishing Department at No. 1 Box Shop ever since joining Bird & Son in April 1950. He had been a helper and a finisher on several different presses. He also worked for Bird Machine Company from October 1943 to April 1950. Funeral services were held at St. Mary's church, Franklin on June 2. He is survived by his wife, Mary, a son Gerald of Cumberland, a daughter, Mrs. Andrew (Jacqueline) Tondreau of Washington, D.C., three brothers, two sisters and six grandchildren.

Additional Equipment at Punched Card Accounting

Three new machines have been purchased for our Punched Card Accounting Department: an IBM reproducing punch an IBM Sorter and an IBM accounting machine. This gives the department a total of three of each of these three types of machines.

These machines and other related equipment now on order will provide the necessary capacity to add new work particularly suited to punched card accounting and to take care of more volume which is expected as sales volume increases. The new applications of these machines are primarily in the field of finished stock inventory control.

Fifty Years of Scouting

1910 - 1960

Bird Employees Contribute Talents and Time to Help Youth Become

"Physically Strong, Mentally Awake and Morally Straight"

Many men in Bird & Son have given hundreds of hours in service to the Boy Scouts of America. The following list of scouters and former scouters has been compiled by Review Reporters. We salute these loyal workers in the cause of Scouting and others whose names may have been unintentionally omitted.

Heading the list is Chairman of the Board, CHARLES SUMNER BIRD, whose record of service is outstanding:

Mr. Bird organized the first East Walpole troop of scouts in 1912, and served as its scoutmaster for two years. He served for a number of years as a member of the Executive Committee of Region I, was a member of the National Council of the B.S.A. in the 1930's, was president of Old Colony Council from 1929 to 1950, was named the first Commodore of Region I in 1936 and served for five years. He is now a member of the Old Colony Council Advisory Committee. He also still keeps his interest in Camp Child which was established by and named for Harrison Child, a former president of Old Colony Council. For his service to scouting Mr. Bird has been awarded the Silver Beaver and the Silver Antelope Awards.

Main Office

HERBERT CHURCH, Purchasing — presently a member of the Special Gifts Committee, Annawan Council, Extension Fund, now raising money to expand Scouting facilities at Camp Norse, Carver.

STEPHEN C. TRAUDT, Industrial Engineer — Active in Scouting since 1949: Pack Committee Man, two years, Troop Committee Man, eight years, Acting Scoutmaster, five years, Air Squadron Committee Man, five years, Assistant Commissioner, two years, Neighborhood Commissioner, two years, Training Instructor, one year. Steve also has four sons who have been or are in Scouting. Three became Star Scouts, one an Eagle.

JOHN ANDREWS, Purchasing Agent — was chairman of the Camping and Activities Committee of Old Colony Council for several years during the early 1930's, then was assistant treasurer and later on Council Committee, until about 1945.

ERNEST COLEMAN, Assistant Treasurer — was treasurer of Camp Child starting in 1932, later was treasurer of Old Colony Council and Camp Child until 1948. He developed a modern bookkeeping system, parts of which have been adopted nationally by the B.S.A. Mr. Coleman was awarded the Silver Beaver for his work.

Norwood Troop Was One of the Very First

Because William D. Boyce, a Chicago publisher, lost his way in a London fog in the year 1909 the Boy Scouts of America was founded. Mr. Boyce, that foggy day, came upon a boy in uniform. The boy courteously helped him to his destination and refused a tip for his "Good Turn." He was, as Mr. Boyce later learned, a British Boy Scout. So impressed was the American that he brought the idea back to this country and succeeded in getting a scouting program going and incorporated on February 8, 1910.

On the same ship with Mr. Boyce, returning to America were two other men who caught the Scouting fever — William Milne of Barre, Vermont and Rev. Arthur Pingree of Norwood. Mr. Pingree who later served on the first National Board of the B.S.A., soon established Norwood's first troop which has been in continuous operation ever since and is now known as Troop 42.

A plaque in Barre, Vermont states that the nation's first Boy Scout troop was organized there in 1910. Milne was scoutmaster and the athletic director was George Murray, who later came to Bird & Son in 1921, working many years in the East Walpole mill until his death in 1954.

East Walpole Plants

BENJAMIN BARANOWSKI, Night Foreman No. 1 Box Shop — has served as Scoutmaster for Troop No. 30 in East Walpole from 1939 to the present time, one of the longest and most devoted records of service in Scouting in this area. He was a Scout himself from 1926 to 1932 and in the Sea Scouts from 1932 to 1939.

LESTER TARBELL, Paper Mill Superintendent — started as a Scout in 1929. As an adult has been active at various times as Assistant Scoutmaster, Troop Committee Man and Chairman of Cub Scouts. He last served actively in 1958.

CHARLES RAFUSE, Finishing Mill foreman — Assistant Scoutmaster for three years, starting in 1927, five years as Scoutmaster, four years as District Commissioner and one year Council Chairman of Leadership Training.

JOHN E. O'DONNELL, retired from No. 1 Box Shop May 31st — Skipper of Ship 45, Old Colony Council Sea Scout Program from 1940 through 1950.

Norwood Roofing Plant

NELSON BARTLETT, Plant Engineer — active from 1943 to 1949. Three years on the Troop Committee, two of them as Chairman, one year Executive Board Member of Old Colony Council, one year District Committee Member of Old Colony Council, one year Institutional Representative

Committee Man and one year Member of Camping Committee of the Old Colony Council and New England Region.

HERBERT DAVIS, Engineering Draftsman — approximately two years in charge of an Explorer Troop, 1952 to 1954.

JAMES MACK, Foreman's Office — three years from 1956 to 1959 on the Board of Review, Institutional Representative, one year.

LEON MORRISON, No. 1 Roofing Machine — since May 1957 as a member of the Troop Committee and Institutional Representative Training Man.

JOHN REDDICK, Foreman No. 9 Machine — active since 1958, Committee Man for Pack No. 43, Norwood, one year, Cub Master Pack No. 43, two years.

New Britain

MARSHALL LEE, Sales Engineer — very active from 1926 to 1945 when he was living in East Walpole. Served at various times as Asst. Scoutmaster, Troop Committee Man, Town Chairman, Commissioner and Chairman of Camping & Activities Committee. In January 1942, he received the Silver Beaver Award.

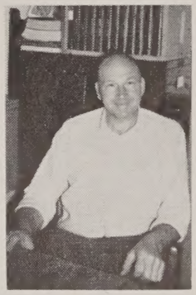
CHESTER PORTER, Plant Superintendent — active as a Boy Scout and later an adult scouter since 1920. Was Asst. Scoutmaster of Troop No. 30 for several years, two years Institutional Representative for Troop No. 30, two years Troop Committee Man, Troop No. 355 at Newington, Connecticut, one year, Chairman of Troop Committee, Troop No. 355.

(list continued on page 11)

What Has Scouting Meant to You?

We asked these men and here are their answers

Benjamin Baranowski



Through my work as a scoutmaster I feel I have been able to repay, in a way, some of the pleasant experiences I had as a Boy Scout when I was taken on camping trips to mountains, lakes and later to the ocean as a Sea Scout. I get a lot of satisfaction in helping teach boys how to work and play together, and then later see those boys grow up to become good citizens. Sometimes I think of quitting, and then a boy comes to me for advice, or asks me to be a "substitute father" on a father-son hike, and I realize I can't let them down.

William Mark

I find considerable satisfaction in helping boys achieve their outdoor adventures. Assisting groups of boys to hike and camp together while conscious of the Scout Oath and Law is a sure method of encouraging boys to learn for themselves how to grow.

B. G. Macfarlane

What has Scouting meant to me? Many things. First it afforded my son an opportunity to learn scouting skills and achieve his Eagle plus three palms, and to develop leadership through the unselfish efforts of other scouters devoted to the scout movement. Second, it has afforded me an opportunity to encourage, promote and assist in the field of training adult leadership so as to be prepared to help others.

Stephen C. Traudt

The greatest satisfaction, in scouting, to me has been in watching boys grow into manhood and take with them the benefits of the lessons we have had the privilege of trying to teach them. There is no better way to get to know a boy than to live with him, in a group, under the stars, doing for himself and others.

Oscar Nelson

I have been thrilled by the opportunity to work with the Boy Scouts. Scouting has a great influence on the boy in his future conduct in life. I have prayed many times that I might have been a helping hand along the path to self-reliance, better citizenship and physical fitness.

PERSONALS

MAIN OFFICE

On May 23 eight girls from the Purchasing and Traffic Departments went to dinner at the Maridor and had a very enjoyable evening.

Steve Traudt's son, Richard, representing Troop 42 of the Boy Scouts from Norwood, had the honor of placing historical scout information in the cornerstone of the First Congregational Church in Norwood during the cornerstone ceremonies on May 8. There is an interesting relationship between young Richard and Rev. Arthur Pingree who was responsible for starting the first scout troop in Norwood in the year 1910. Mr. Pingree died in 1915 rescuing a young girl, Helen Marston, from the undertow at Annisquam. Helen Marston later married and became Helen Steele and had a daughter, Virginia. Virginia married Steve Traudt and is the mother of Richard who officiated at the cornerstone ceremonies.

Donald Roache, sales trainee in the Shoe Carton Division, was married on April 17 to Marilyn Bentcliff in Whitman.

We are glad to see Earle Davis back after his recent operation.

Larry Campbell, son of Alice Campbell of the Sales Promotion Department, is a busy young man. In addition to his accomplishments in Junior Achievement (see special story) he is a member of the Year Book Staff and took the Prep Course at Walpole High, graduating this month. Last summer he won a trip to Indiana University as a representative at the National Junior Achievement Conference there. This summer he will work at the Registry of Motor Vehicles in Boston and enter Boston College in the fall, majoring in Sociology. When not busy with studies or Junior Achievement activities, he enjoys tennis, swimming, and horseback riding.

Welcome to Lucy Meomartino who has joined the Sales Promotion Department.

J. S. McKinney has resigned his sales position in the Building Materials Division to accept a position with the Security Aluminum Company of Detroit.

Four Building Material Division salesmen recently became fathers. Accepting congratulations on the arrival of their new sons (yes, all were boys) are J. B. Clements, John Hixon, Tom Spencer and John Cowan.

MAINTENANCE

Best wishes for a speedy recovery to Steve Joyce who has been out with a broken foot and to Arthur Lloy who has been quite ill for the past month.

Eddie and Betty Jankowski took Bob Weger's advice and spent ten days recently in Bermuda.

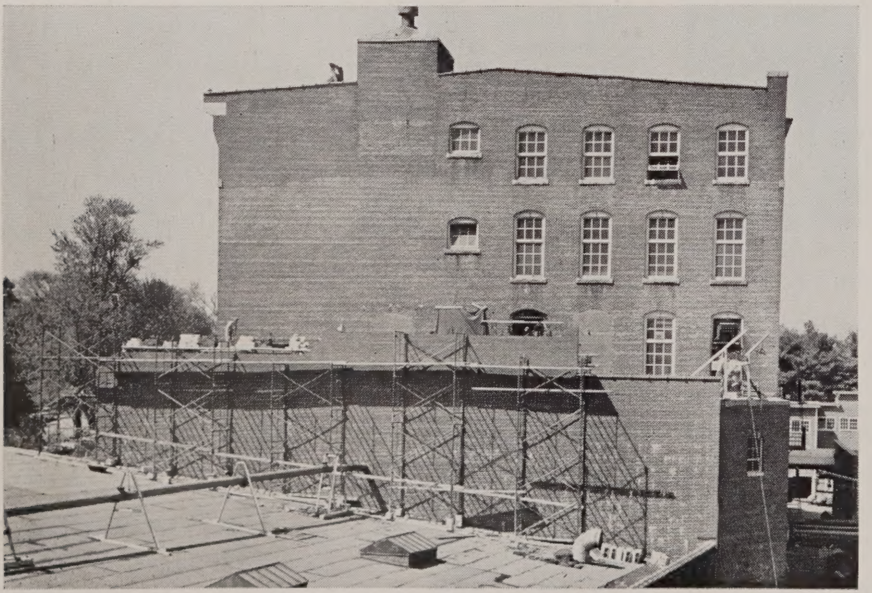
Golf is fast becoming a large part of the conversation in the Maintenance Department this year. Among the fellows trying out the sport are Russ Jordan, Pio Colegeo, James Cannon, Kenneth Stuber, Pete Bethel, John Folan, Ralph Surrette, Ed Jankowski, Ed Johnson and Jim Barnes.

From all indications this will be a big year on Cape Cod, with the McLaughlans, Naughtons, Paines, Fultons, the Wegers and many others making week-end trips to get their summer homes ready.

Also the Bob Ivatts, the Baileys and the Swinnertons are talking outboard motors.

Too bad Bob Mattson does not have long wavy hair. If he did, it would be a good opportunity for Flo, his wife, to advertise the quality of the work at her new beauty salon which recently opened in Walpole.

NEW OFFICE for the Fibre Box sales and manufacturing office employees has just been started. It will be located at the east end of the Box Shop, over the storage area as shown in the picture.



Your Review Reporters

Elsie Ahlander
Louisa Graham
William Grazado
Carol Briere
Janet Laber
Julia Lewis
Florence MacDonald
Muriel McDonald
Rita Connolly
Doris Reardon
Mildred Sanborn
Julia Smith

Louis Avanzini
James Barnes
Thomas Flood
Milton Gardner
Edward Geraghty
Elna Gottberg
John Kalis
Frank Nyborn
Edward Wisniewski

Ramona Chicoine
Agnes Fraser
Miriam Hill
Patrick Silvestri

Catherine Brady
William Ford
Augustus Smith

Arthur Armour
Julius Aukstolis
Joseph Carchedi
Mary Driscoll
John Folan
Arthur McKenna
Michael Meomartino
Joseph Nevins
Ruth Phelan
Francis Wall

Charles Cobb
George Grover
Dorothy Hawes

Margaret Keenan
Nazareno Lori
William Melish
Joseph Radzevich
George Shackley
Frank Shumski
Edward Silva

Helen Lane
Joan Walmsley

David S. Lowry
Ray Nolan
Manuel Oliver
Allen Perkins
Arthur Trudell

Joseph Blackman
Rose Fox
Robert W. MacLeod
Virginia O'Brien
Martin Pearce

Lucille Burrow
Anne Eddy
John E. Evans, Jr.
Frank Markham
D L. Oliver, Jr.
Richard Potter
Edwin Sompayrac
Willie L. Smith

Hurcil Cowart
Robert Stewart

Floyd Billings
Malcolm MacDonald
William Price
James Robinson
Robert Zobel

Albert Boonstra

Robert Ladd

Paul Wollschlager

"Drink to me only with thine eyes,"
Is good advice while cruising.
The hands on the wheel
Need orbs that reveal,
Not blinkers obscured by boozing.

— *California Highway Patrolman*

The great need of the world has always been for leaders. With more leaders we could have more industry, with more industry more employment and comfort for all — Henry Ford I.

Courtesy is to business what oil is to machinery — Bay State News.

If Jerry Demoras makes many more trips to Canada, it will pay him to open up a taxi service between Rhode Island and Shawinigan Falls.

PAPER MILL

Judith Coburn, daughter of Joseph Coburn of the laboratory, will attend Brown University's six-week Summer Science Program from June 27 to August 5. She was one of 71 talented secondary school juniors to be selected (because of her marks) from among 188 applicants from 22 states, the District of Columbia, France and England. Judy will study chemistry. She was also chosen by competitive examination for a similar science program at Thayer Academy, but chose to accept the Brown University program. She has been an Honor Roll student all through high school, but is no grind. Among her wide interests, her special one is sailing. She has her skipper's license from the Boston Yacht Club, is a member of the Girl Scout Mariners Troop, the Sea Horse, and last year at the Vineyard Sailing Camp won first prize in her class in the Edgartown Regatta.

NO. 1 BOX SHOP

The Shipping Department want to extend a warm welcome back to Gunnar Lundquist, who has been on the sick list for a long time.

John Cotter is also out sick. We hope he will be back soon.

Sam Hunter (retired) and his wife spent a happy four weeks in the British Isles from mid-March to mid-April. They spent eight days in London and then visited several spots in Scotland including Edinburgh, Loch Lomond and Greenock, the town where Sam was born. Sam still has a sister living in Scotland and seven nieces and nephews.

NO. 2 BOX SHOP

Among those who took early vacations in the Shoe Carton Division are Frank Swierk, Gus Farris and Jack Mitchell.

Amos Dixon spent a week visiting his daughter who lives in Puerto Rico.

Our best wishes to Fred Morrison who retired at the end of May.

NORWOOD ROOFING

Company E of the 101st Infantry of the National Guard spent a recent week-end training at Camp Edwards. Its first battle group was under the command of Sgt. John Famolle.

Congratulations to the James T. Smiths who welcomed a son, Daniel James, on May 22.

Nick Radzwill took a week of his vacation to work around his "estate," but picked one of those rainy weeks in May so didn't accomplish much.

On June 7 Bill McLaughlan (retired) and his sister, Mrs. Knox of East Walpole sailed from Montreal to spend the summer in Scotland. They were driven to Canada by Bob and Bernice Knox. Bob works at the East Walpole Maintenance Department.

FLOOR COVERING

David A. Libby, son of Edith Libby, has received a Yale National Scholarship. David, who is graduating from Walpole High this year, worked for a time last spring as a messenger at the Main Office. At Yale he expects to major in engineering and is planning for a career in electronics.

SHREVEPORT

The Shreveport Division was deeply saddened by the news of Mr. Ahlgren's death. We know he will be sorely missed in the company and we extend our sincere sympathy to the family.

John Evans has a dog he is very fond of and recently he had a very trying experience with this pooch. This prize pup was wandering in the street when he was struck by a car. John thought this was curtains for his "man's best friend," but called the dog-ambulance anyway. They came out with a blaring of sirens; two men in white coats with a stretcher picked up the wounded animal and did double time back to the Dog Hospital. Next day John and his wife thought they would go see their

---

Salute to Scouting

(continued from page 9)

Floor Covering Plant

WILLIAM MARK, Research Chemist — active since March 1952, Troop Committee man, one year, Adviser two years, Asst. Scoutmaster, three years, Scoutmaster, two years. All in Troop No. 74, Sharon. Recipient of the Arrowhead Award and the Scouter's Award.

OSCAR NELSON, Maintenance — active continuously since 1946, as a Scoutmaster for two years and as Troop Committee Man for twelve years. In 1957, he received the Man of the Year Plaque for his service to scouting.

ERNEST PACIORKOWSKI, Plant Engineer — active since 1955 as a member of the Executive Board of Old Colony Council. He was Finance Chairman for two years and Council Camping Activities Chairman for two years.

CHARLES COBB, in Charge of Scheduling & Control for Maintenance — two years as an Explorer Troop Committee Man.

LOUIS COBURN, Yard Crew — active as a Scout and then a Scout Leader since 1923: Asst. Scoutmaster, seven years, Scoutmaster ten years of Troop No. 30, East Walpole, Asst. Scoutmaster Jamboree Troop to Washington, D. C. 1937, Troop Committee Man, twenty years, and member of Camping and Activities Committee for Old Colony Council, three years.

NILS LINDEQUIST, Block Room — active from 1921 to 1925. Scoutmaster two years; Deputy Scout Commissioner, two years.

Chicago

B. G. MACFARLANE, Sales Service Manager — active since 1947, Chairman of Troop Committee, two years, Chairman District, Adult Training Committee, two years, Chairman Council Adult Training Committee, three years, Chairman District Camporee Activities, one year, Executive Board Member, three years, Explorer Post Committee Man, Dean District Merit Badge Councilors, two years. Recipient of two awards, the Order of the Arrow and Scouter Award.

Phillipsdale

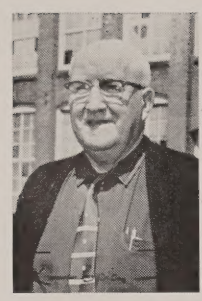
JOHN ELLIS, Felt Machine — joined as a Boy Scout in 1929; for the past four years has been Committee Man for Troop No. 4 Riverside, Rhode Island.

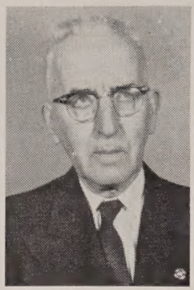
DAVID S. LOWRY, Asst. to Plant Superintendent — active from 1943 to 1957 as Cub Committee Man.

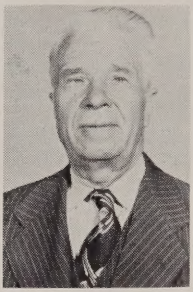
Shreveport

DAVID NANCE, Payroll Department — active from 1949 to 1954 as the institutional representative of the Civitan Club-sponsored Troop 18 and committee chairman for the five year period. Was also a member of the governing body and on various committees of the Eagle District and Norwela Council; served a term as chairman of the Health and Safety Committee. Although inactive now, expects to be active again soon as his wife is a den mother and soon dad may be expected to take his part, too.

Retired in May


John E. O'Donnell


Fred Morrison


Witold Juskiewicz

Francesco Conidi

JOHN E. O'DONNELL, 1319 Washington St., Norwood, from April 22, 1920. All his service has been at No. 1 Box Shop, first as sample maker in the Solid Fibre Finishing Department. He became a gang boss in the Corrugated Department in February, 1925 and shift supervisor in March, 1944.

FRED MORRISON, 101 Broadway, Norwood, from November 24, 1922 most of the time at No. 2 Box Shop. Started at Roofing Shipping, was then a painter at East Walpole for three years, since 1926 at No. 2 Box Shop and on the International Folder since May, 1945.

WITOLD JUSKIEWICZ, 54 Hillside Avenue, Norwood, from August 30, 1928. He started as a floor man on Floor Covering print machines, worked for a year as shipping helper in 1948, transferred to the Tile Department in 1949 where he has been a slitterman, an inspector and a machine operator.

FRANCESCO CONIDI, 11 Lewis Aveue, Norwood, from August 5, 1936. Was for six years oven man on the Print Machines, then in the Yard crew for one year. Since November, 1943 in rug and yard goods Finishing, as helper, then as a header.

April Retirement

LAWRENCE HOWELL, 4339 South Dearborn St., Chicago, from May 3, 1920. He spent his entire service as a dry felt man on Chicago's No. 6 Machine.

---

pet and assure him he was still one of the family, but alas! there was a "NO VISITORS" sign on the door and they were not allowed inside. The dog is much improved now, but John is all shook-up over the bill they presented.

Kavat Loe, local fish peddler and traffic manager at our office, has suffered considerable disappointment in his new venture to supply the City of Shreveport with all the buffalo, gar and catfish that could be consumed. To date he has put out an expenditure of $25.00 for commercial fishing license and $15.00 for 300 feet of gill net and the total catch as of this writing is ONE 8-POUND BUFFALO! This is hardly enough to feed his family, much less every one in town.

Vivian Wilson enjoyed a week's vacation visiting her daughter (and French Quarters) in New Orleans.

R. N. Potter attended the Annual Induction Service of the National Honor Society of the C. E. Byrd High School on May 12th and felt very proud of his eldest daughter, Elizabeth Anne Potter who is one of the few selected Juniors to be inducted into the Society. These students are elected by their teachers for scholarship, service, leadership and character. We were all proud of Elizabeth Anne and of Judy Walker, also a member. Judy is a senior this year and, as she did last year, will work with us during the summer.

Our congratulations to Melton H. Webb and John D. Anderson who received their Master Mason's Degrees May 17th, from the Cedar Grove Lodge, F&AM. This degree work in part administered by Edwin Sompayrac.

Congratulations also to the Freddie Bozemans' who have a new son born May 7, and named Frederick Scott Bozeman.

Truman Campbell has gone into the poultry business in his spare time. He bought one hundred biddies (Ole South for small chickens) and now has them up to frying size. This is a nice start and we wish him luck.

Among our graduates of the high schools this year, Barbara Smith, daughter of W. L. Smith the Shipping Foreman; and Charlene Evans, daughter of Lester Evans, long-distance truck driver. Both of these girls are students of Fair Park High School.

We had a proud father and husband at the High School Graduation in Bossier City last Sunday. A C. Sheppard's daughter Gloria Faye Sheppard, and J. W. Humphrey's wife Cecille, were both in the graduating class.

We were happy to see in the paper that Mrs. Larry Sanford is sailing for Germany June 4 to join her husband. Pfc. Larry is on Leave of Absence from the Shreveport Office and is stationed with the U. S. Army in Germany.

Chicago

Shoulder to the wheel,
Eye on the ball,
Nose to the grindstone.

(Did you ever try to get any work done in that position?

We were glad to see Marge Hoey back at work after her visit to the hospital for some further work on her hip. (All set now, Marge, for some Irish Jigging?)

Our sympathy to the family of Red Ahrens who passed away. Red was known to all at Bird & Son — brother of Nick Ahrens and brother-in-law of Martin Pearce.

David Bridgeman is the proud father of a baby girl, born May 2nd, weighing in at 7 lbs. 3 oz. — name, Yenette Bridgeman. Dave is take-off man on No. 6 Machine.

Tony Soltan of The Sample Department is going to a June wedding . . . his son Arthur is being married June 18.

It was nice to see Mr. Chamberlain when he paid us a short visit on his recent trip to Chicago.

We extend our sympathy to Roger Sumner and boys on the recent death of their wife and mother. Connie passed away on May 18th after an illness of about one year. Funeral services were held in Homewood, Ill. on Saturday May 21 with D. E. Frazier and Ray Gusick acting as pall-bearers along with some of the neighbors. She is survived by her husband, Roger and three sons — Hayward (Hap) a first year student at Lawrence College, Appleton, Wisc., William, a high school sophomore, and Hugh aged 9 — also by her mother, Mrs. Maude Graves of East Walpole, Mass. and a sister, Mrs. Nancy Claybourne of Egypt, Mass.

W. J. Hill, Inc.

On May 7 the Hill bowling team traveled to Manchester to meet the Bird Manchester team, and on May 21 the Manchester team traveled to East Walpole for a return match.

The series ended in a draw. Charles Hale (Hill) bowled the high single of 144.

Bowling for Manchester were: Curley Desmarais captain, Thomas O'Connell, Bob Brisson, Roland Palmer, Butch Martel, Bob Harden. The Hill bowlers were: Jim Sanphy, captain, Jim McCarthy, Charles Hale, Leo Sansone, Domenic Long, Salvatore Freni, Jim Sullivan.

Edward Boonstra, son of Albert Boonstra, was notified that he had passed the entrance exams for the U.S. Naval Academy. The Boonstras will be travelling to Annapolis on July 5th when Edward has to report. Ed worked at the Combiner Room at No. 1 Box Shop for a time last summer and fall, after graduation from high school.

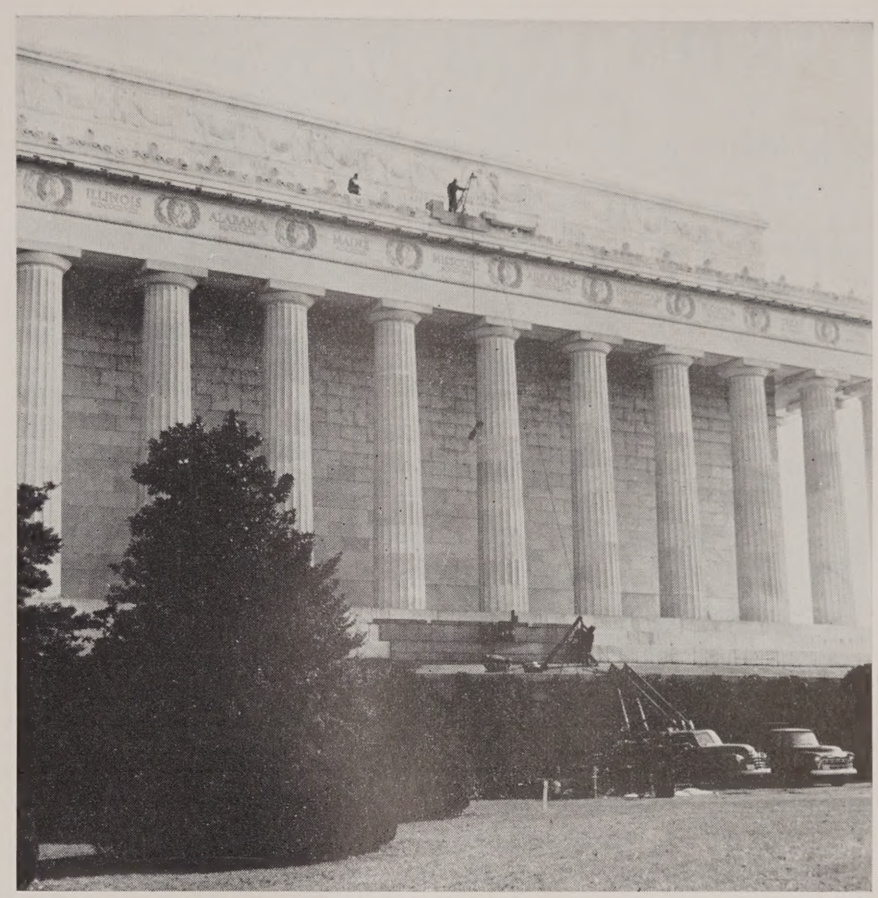
JUDITH CAHILL, daughter of Kenneth Cahill assistant foreman on No. 9 Roofing Machine, who won the Mansfield Visiting Nurse Association Scholarship to Brockton City Hospital School of Nursing where she is now a student.

Lincoln Memorial Gets New Bird Roof

Not long ago the Lincoln Memorial in Washington, D.C. needed a new roof. Bird got the job, through salesman Frank Ross and roofer Irvin Prickett & Sons, Inc. of Washington.

The picture shows the workmen applying a Bird Built Up Roof which carries a 20-year roof guarantee bond. The job was authorized by the National Park Service which has supervision of the Lincoln Memorial. About 100 squares of Built Up Roofing were used.

CUT OUT THE SMOKING, JOE..., I SMELL THAT OLD PIPE OF YOURS!
EXPLOSIVES! NO SMOKING AREA
Sid Hix



REROOFED BY BIRD. When one of Washington's most famous buildings, the Lincoln Memorial, needed a new built-up roof, BIRD was chosen. About 100 squares were used.

Don't be a Statistic in 1960

Join the Campaign to Reduce Accidents

Lost time accidents increased almost 50% in 1959. There were 68 in 1958, 101 in 1959. That's just too many people getting hurt.

Figures tell the facts, but they are cold. They don't begin to tell the story — the personal story of hurt or discomfort or actual suffering. Accidents affect not only the man hurt, but his whole family.

After seeing this disturbing record of increased accidents President Wilkins directed that a series of foremen's meetings be held to launch a drive to reduce accidents.

These meetings were scheduled at all Massachusetts and Rhode Island plants during May and early June. The foremen examined the record from January, 1959 to the present, tried to find the causes, and planned a campaign.

Here's what they found:

Most accidents at Bird & Son have been caused by:

- improper use of equipment
- hazardous procedures or arrangements
- unsafe positions or postures.

Lost time accidents have been caused by lifting with a bent back, failing to pile loads carefully, using hands instead of hand tools, slipping, falling, bumping ankles or elbows, using equipment unsafely, and other similar acts.

Nobody likes to get hurt. Why, then, the foremen asked themselves, are so many accidents caused by carelessness and thoughtlessness? And what can we do to stop them?

The foremen determined to reduce our accidents and make work at Bird & Son safer in 1960. An all-out attack has been launched which will include the following:

- closer supervision
- better instruction of new employees, or of any employee on a new job.
- instruction of those who have become so familiar with the job that they have fallen into unsafe practices.
- better housekeeping
- more thorough investigation of all accidents.

The foremen can start the program, but obviously its success depends on the team work and cooperation of everyone.

Safety is an important part of EVERY JOB. YOU have an opportunity and a responsibility to share in this accident prevention program every day starting right now.

BIRD CLUB *News*

Girls' Golf

What a season! After a good start May 2 at the Ponkapoag course, the girls really became mired. Every Monday evening right up to Memorial Day it RAINED and sometimes it POURED. Bunny Woolley chairman, says that so far she has spent more time cancelling matches than playing golf. But June is here and good weather should be, so there are hopes. Four teams, six on a team, are playing this year.

Men's Golf

The team standings on May 31st after five weeks of play show Alex MacIntyre's team in front with 68 points, Hank Mathieu's next at 55½, then Norman Greene's team with 52½ and Clint Berwick's with 34.

Each team is divided into A players, hackers and super-hackers, also known as B and C players. No one need feel sensitive at the term "hacker" as the majority of your golf committee is in this class! The true measure of the success of the league program is enjoyment and that appears universal.

Some of our large group of beginners have made amazing progress. Among the outstanding ones are Moe Bader, Dave Yadisernia, Ralph Surette, Jim Barnes, Frank Carchedi, Jim Cannon, Peter Cook, Ed Hutcheon and John Stonefield.

Plans are under way to entertain the Girls' League at a Scotch foursome in the near future.

— *Roland Peterson, Chairman*

Neponset Choral Society

Director Len Weaver had nightmares and even insomnia the last week in April. With the big show, *Ruddigore,* only three weeks away, Ed Grout who was slated to play the part of Sir Roderic, had the nerve to come down with the mumps. For about a week, Ed reports, he lived on soup and his face looked like a pumpkin. Then he developed laryngitis and had to take to bed again. But luckily for Len's blood pressure — and for the show — he recovered in time to make the last rehearsals and the two performances, May 13 and 14. Friday the 13th brought *good* luck as the Choral Society put on a sparkling show to the biggest crowd ever, filling all but a few seats in the Walpole High Auditorium. There were almost as many present at the Saturday night performance.

The show was directed as in past years by Hassler Einzig of Arlington. Walter Rockwood, sales service manager for Fibre Cases, was one of the accompanists.

A week later the cast gathered at Armando's for dinner, dancing and listening to tape recordings of their show. Chalk up another very successful season for the Choral Society.

EVER-POPULAR Fishing Derby sponsored by the Tri-Mill Sports Club on May 19 attracted 110 young anglers to the banks of the Bird Park swimming pool. See Bird Club News for the winners.

Fishing Derby — Tri-Mill Sports Club

One hundred and ten kids caught 26 fish and consumed 250 hot dogs and 10 cases of tonic (soft drinks, to non-New England readers) the night of the big Derby, May 19, at Francis William Park swimming pool.

Dan Daly, son of Peter Daly, truck driver, caught the biggest fish — 139 grams. Other winners were: Mary Silvernail, Fred Klimola, Frank Pasco, Betty Jankowski, Tom Bronsen, Joe Baranowski, Joe Motte and Roy Millbury.

Ted Knaus was in charge of stocking the pool. The morning of the derby, he and Peter Bethel and Ben Baranowski emptied 125 brown, brook and rainbow trout into the pool. The trout were later transferred to Traphole and Petersen's Brooks.

The committee expresses special thanks to Mrs. Victor Leontie and Mrs. Aldo Bertoni who fed the hungry youngsters and brewed tasty and welcome coffee for the adults.

Art Class

Urho Wiik, Roofing Maintenance was a first prize winner in the recent Art Exhibit held at the East Walpole Public Library. His painting, "Dutch Pair," won first prize in the Still Life class. Helen Colton of Walpole was the other first prize winner in the Landscape class with her painting, "Winter Scene."

The exhibit was a great success with hundreds of interested townspeople dropping in to view the 46 pictures done by members of this year's Bird Club Art Class. Judges were Mrs. Jack DeVeer of Needham, a teacher and member of the Needham Art Association, and Mrs. Robert A. Cobb of East Walpole, Art Supervisor of the Medfield Public Schools.

Selected by the judges were the following:

First Prize, Still Life, "Dutch Pair" by Urho Wiik of Norwood

First Prize, Landscape, "Winter Scene" by Helen Colton of Walpole

Second Prize, "Still Life," by Warren Sampson, Jr. of Walpole

Second Prize, Landscape, "Springtime" by Elizabeth Wenstrom of Norwood

Awards of Distinction "Pastoral" by Barbara Jones of East Walpole and

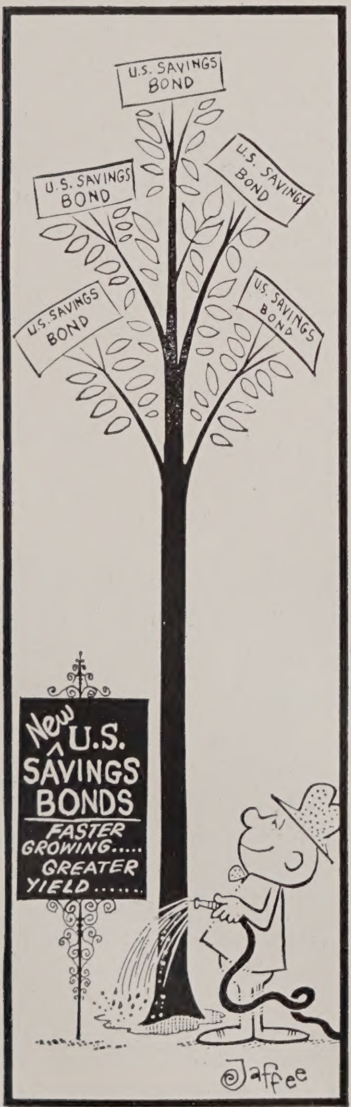
"Study in Black and White" by Aira Johnson of Norwood

Honorable Mention to Marie Coughlin of Norwood for "Old Village"
Marian Tolman of Islington for "Red Farm in Winter"
Diana Bouchard of Norwood for "Winter Dried Arrangement" and
Robert Laber of Walpole for "First Still Life" and
Evelyn Harrison of East Walpole for "Roses."

A great deal of interest in the exhibit was shown by visitors to the Library, who were asked to vote for their favorite painting. Nearly 250 votes were cast, with "Pastoral" by Barbara Jones receiving the highest number of votes and "Study in Black and White" by Aira Johnson the second highest.

Classes will resume early in October under the instruction of Mrs. Helen Pierce of East Walpole.

TALL TALES **by Jaffee**



GEORGE SHACKLEY of Floor Covering was elected president of the Bird Club at the May meeting of the Board. Other newly-elected officers are, left to right: Mary Moylan, vice president; Velma Cobb, secretary (re-elected) and Julia Lewis, treasurer. Mary and Velma work in the Credit Union, Julia, at the Mill Office for John Burke.

Son of Bird Employee Presides at J.A. Dinner

Larry Campbell, son of Mrs. Alice Campbell of the Sales Promotion Department, was a very fine toastmaster at the second annual Junior Achievement banquet held at the Walpole Country Club on May 25. Three times that evening he had to step aside from his toastmaster's duties to receive awards: a J.A. Executive Award, the President of the Year Award and the Human Relations Award.

Eighty-five Junior Achievers were saluted at this occasion, which was attended by Town officials and executives from several of the firms which sponsor the program.

General chairman of the evening was William E. Smith, Jr., general coordinator for J.A. in the town. In this capacity, he extended greetings and, later in the evening, presented the Salesman of the Year award.

Laura Lindblom, daughter of Larry Lindblom, head cost accountant, was another of the speakers. She gave the salute to the advisers from the several J.A. companies.

Vice President Ralph H. Hall, representing Bird & Son, presented the J.A. Executive Awards, one of which went to Larry Campbell. Calvin King, president of Bird Machine Company, presented the Award to the best J.A. company of the year, Nabco.

When the speaking ended and the hall was cleared for dancing, the adults present all commented on the excellence of the program and the poise and maturity shown by both the award winners and the young speakers.

Bird & Son employees serving as advisers in the three companies this year are; William E. Smith, Jr., Robert A. Cashen, Barbara Hanks, Carroll Homan, Hendrik Krosschell, Jr. and John J. Phelan.

George Shackley is New Bird Club President

George Shackley, Floor Covering Yard Department, is the new Bird Club president, elected at the May meeting of the Council. For two years previous he had served as vice president under Moses Bader who retired as president this year.

George has had a strong interest in the Bird Club for many years. Some time ago he was chairman of the Entertainment Committee. Recently he served as chairman of the New and Special Activities Committee. In May he attended the National Industrial Recreational Association Conference in Detroit.

Shackley has worked for Bird & Son since 1936, mostly at Floor Covering.

Perhaps Your Son Will Find His Career in the Growing Pulp and Paper Industry

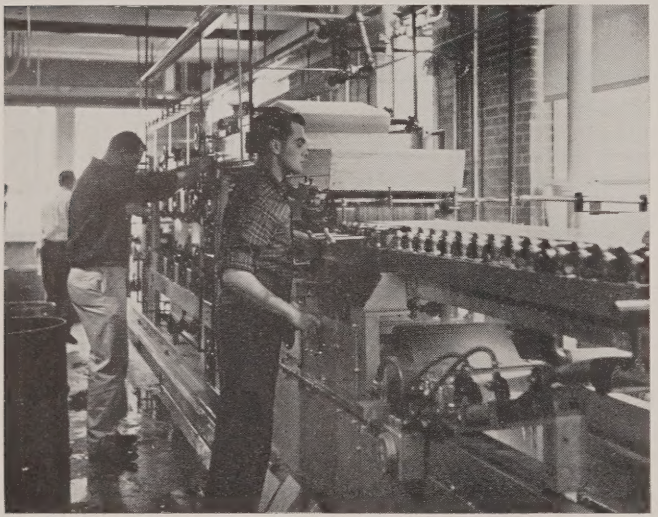
"Continued and increased preeminence of our industry hinges upon our getting good men interested in it," says William H. Chisholm, trustee of the University of Maine Pulp and Paper Foundation and president of Oxford Paper Co. That the industry is getting good men is attested by Professor Lyle C. Jenness who remarks, "The reports we are getting on our boys are all good. They're all excellent men."

The Foundation was started in 1950 to get more and better men interested in the industry. "Before that," says Prof. Jenness, "it was practically unheard of that an engineering grad went into pulp and paper. We now have some 800 graduates in the paper industry; 80 of them are graduates of the fifth year Foundation course. Instead of getting 8 to 10 boys a term interested in the industry, we now get 25."

Each year in May, the University of Maine holds Open House for alumni and for members of the Foundation. There is a high proportion of top level management attendance and participation in the talks. The Foundation is not regional. "Membership in the Foundation," explains Mr. Chisholm, "is actually an investment not only in the future of the industry, but in each company's future. A majority of the graduates (better than 85%) go to member companies."

Give and Take Session

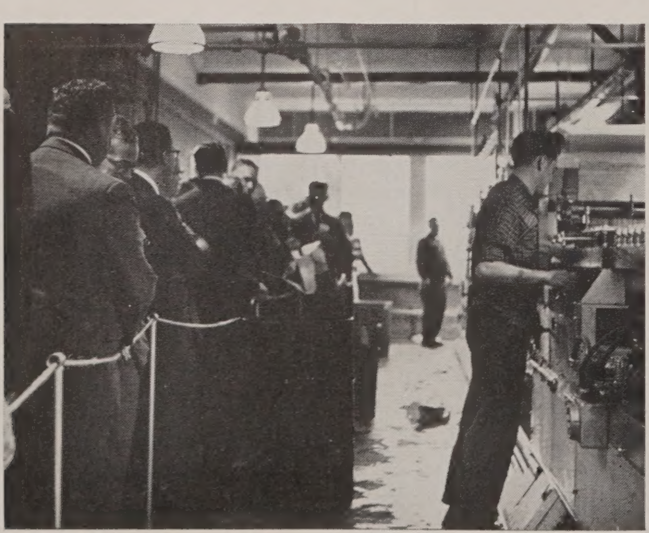
Probably the most impressive feature of the Open House is the afternoon



NERVOUS MACHINE TENDERS eye sheet after it enters dryer section.

This story and the three pictures are reprinted from a recent issue of Pulp and Paper *Magazine. Maurice Castagne, eastern editor of* Pulp and Paper, *visited the University of Maine last spring, wrote the story and made the pictures.*

The Pulp and Paper Foundation was organized ten years ago to attract better men to the industry. President R. A. Wilkins, a University of Maine graduate, is treasurer of the Foundation and Bird & Son is one of the contributing companies.



SHEET IS ACROSS REEL and samples are passed to onlookers.

STUDENTS EXCHANGE VIEWS with top executives at Open House session of Pulp and Paper Foundation at University of Maine.

session where the graduating class throws a barrage of questions to a battery of top industry men. In these sessions, students are given a rare privilege to interview the industry and conversely, the industry learns from the frank exchange of ideas what the students like and don't like.

Before committing themselves to a lifetime career in paper, the students quite frankly want to learn "what makes it tick."

Industry's Advice

"Take that sheepskin when you get it and put it in the bottom of a trunk and don't look at it for ten years. You gentlemen when you get your diplomas really and truly are commencing. What you learn in school is invaluable, but truthfully, it is only background for what you are going to learn in your jobs. Hardly a week or a day goes by without a new development or refinement of one of our processes."

"Many technical men don't get their thoughts across. We can't stress enough the importance of your knowledge of the English language."

"Clarity of thought and how you express yourself is important. We are not looking for Shakespeares or writers, but men who can express themselves clearly and in good English."

"The art of writing a simple letter is important."

About Those Interviews

"Grades, personality are important." "So is sincerity of purpose." "When we are employing college men, we want men who are ambitious and hard workers. Appearance means a lot and so does sincerity." "Add to that a pleasing personality, one that is not repellent, then enthusiasm for the field, imagination and realization that he still has a long way to go and a lot to learn."

Students' Views

"Summer work has been important in helping us with our courses in pulp and paper." "I have seen the best and I have seen the worst of the industry and it still looks good to me." "When I took my first whiff of sulfur I said that's for me." "In asking what type of summer programs are best, it all depends upon whether you want it to benefit the student's future work or impress the student as to the company's future."

DANGER: Student Machinetenders at Work

How well do students learn the practical art of papermaking? Obviously nervous before an audience of presidents and other top paper management executives, students started up the new 12-in. experimental paper machine donated by Hugh J. Chisholm, chairman, Oxford Paper Co. They had the usual "Monday-morning start-up troubles," and did make some "hay" before they got the sheet to the reel.

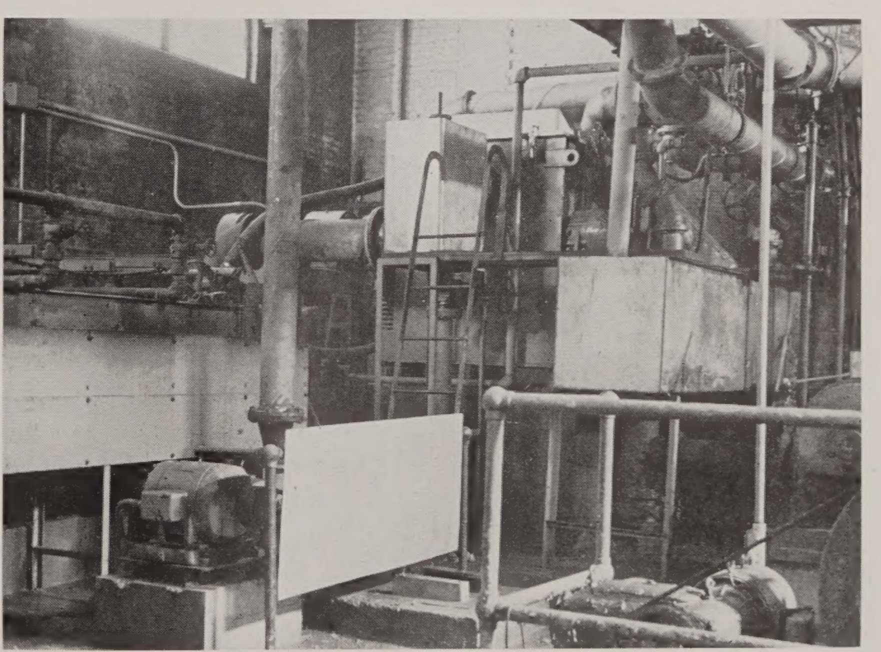
Long Service List

Name	*Date*	*Dept.*	*Years*
Joseph A. Sheehan	7-23-15	Maintenance	45
Howard S. Whitney	7-6-20	Office	40
Ambrose E. Fitzpatrick	7-3-25	No. 2 Box Shop	35
Earle C. Davis	7-6-25	Sales Mgr. — Shoe Cartons	35
John J. Cooke	7-8-25	No. 1 Box Shop	35
Carl E. G. Johnson	7-8-25	No. 1 Box Shop	35
Gladys K. Noddin	7-13-25	Office	35
Michael J. Connolly	7-15-25	Floor Covering	35
James M. Sheptycki	7-16-25	Floor Covering	35
Thomas P. Durkin	7-21-25	Floor Covering	35
Howard S. Osborne	7-9-35	Floor Covering	25
Richard S. Storkfelt	7-22-35	Roofing	25
Joseph Porazzo	7-29-35	No. 1 Box Shop	25
George L. Barton	7-30-35	Paper Mill	25
Roger N. White	7-30-35	Floor Covering	25
Fred Babel	7-11-40	Roofing	20
Patrick J. Curran	7-15-40	Maintenance	20
Albert J. Pask	7-19-40	Floor Covering	20
Paul Basilici	7-2-45	Paper Mill	15
W. Richard Phipps	7-16-45	Office	15
Edward J. Hobbs	7-19-45	Office	15
George L. Dusty	7-10-50	Floor Covering	10
Caryl E. Hinds	7-10-50	Roofing	10
John E. Reddick	7-10-50	Roofing	10
Bruno Bilotta	7-27-50	No. 1 Box Shop	10
James H. Walsh, Jr.	7-27-50	No. 1 Box Shop	10
John V. Doody	7-28-50	Floor Covering	10
Bernard H. Pelinski	7-12-55	No. 2 Box Shop	5
Thomas Walsh	7-28-55	Paper Mill	5
PHILLIPSDALE			
Joseph C. Betencourt	7-28-20		40
Paul W. Johnson	7-1-40		20
Russell Weddell	7-24-50		10
CHICAGO			
Anthony Soltan	7-4-25		35
SHREVEPORT			
Eddie Marshall	7-9-40		20
Henry Tillman	7-14-50		10
Claude Scott	7-14-50		10

Paper Mill Employees Like New Equipment

"The new Vibrotor Screen and the flat screen we installed in December on No. 4 Paper Machine have made a tremendous difference. We can now produce cleaner paper with almost no waste or unsatisfactory production." Les Tarbell, Superintendent of the East Walpole Paper Mill was speaking. Walter Bisdnack, one of the machine tenders, was equally enthusiastic. "We've never had such clean paper coming off No. 4 Machine," he said.

When the stock is pumped from the beaters it passes first through the Bird (Bird Machine) Vibrotor Screen. This eliminates most of the dirt. The stock which this machine rejects is then piped to a flat screen where additional dirt is removed. Stock from both screens goes finally through a battery of Bird Dirtecs and then to the Paper Machine. The result: cleaner production than ever before, so clean that even on Base Wad Paper we can meet the high standards with hour after hour of perfect production.



FAR CLEANER PAPER STOCK. The flat screen at the left and the Bird Vibrotor Screen in the center, just installed, are delivering cleaner stock to No. 4 Paper Machine.

BIRD
& SON, inc.
BIRD
PRODUCTS
Established ® 1795

Vol. 48
No. 7

The BIRD REVIEW

July
1960

Published for Bird & Son, inc. employees and their families

NEW TENANTS FOR OLD MAIN OFFICE BUILDING

NEW DOORWAY and loading platform for the Printing Department which will soon be set up in this part of the old office building where Stenographic was once located.

You'd scarcely recognize the old Main Office building these days. Millwrights, electricians, floor layers and movers have been swarming all over the place getting the building ready for its new occupants.

Bill Koehler and his Advertising Display Department have already moved in on the main floor. Bill occupies Gertrude Dawson's former office next to the old Treasury Department. And that "Treasury" area is used by Earle Crawford and Clinton Berwick of Bird Engineering, Inc. The former president's office, later occupied by Frank Reynolds, director of research, is now a conference room. The display room, across the hall, is where Bill Grazado has set up his drawing boards for layouts and lettering. The section once used by Shoe Carton Sales is now a work area and the rest of the floor is devoted to storage.

Large displays will be stored in No. 2 Box Shop building, when they are too big to be moved in and out of the other building easily.

Printing Department Moves

The Printing Department (FXP) will soon be located on the basement floor where the girls in Stenographic once beat their typewriters. Maintenance crews are already at work making ready.

A doorway and platform has been made on the back wall, at ground level where shipments will be moved in and out. A cement floor has been laid, new wiring, painting and other necessary repairs will be completed as quickly as possible. By mid-July some of the machinery will be moved from No. 1 Box Shop and long before the summer is over the department will be established in the new location.

A new Heidelberg Two-Color press has been purchased for this department and will be installed soon. This is a 15 X 20½″ rotary and flatbed press combined. It can be used for many different kinds of printing jobs and will do them quickly and at low cost.

(continued on page 5)

Scholars Saluted at Norwood PTA Banquet and at Junior High

Theresa Freni of the Roofing Sales office and Madeline Zilfi, daughter of Sam Zilfi of Floor Covering Shipping, were among the honored guests at the Honor Students' Dinner on June 1 at the Lord Fox restaurant.

For several years the Norwood Senion High P.T.A. has arranged such a dinner for honor roll seniors and top honor underclassmen. Banquets and parades for sports winners are common enough, but it is not so common to salute scholarship. And yet, that's mainly what education is all about, so we are proud to add our congratulations to these two girls and to the 25 other students who were feted that night.

John J. Murphy, director of personnel and industrial relations, gave the address of the evening, congratulating the PTA for promoting the dinner and the students for their fine scholastic achievement.

He stated: "This is a most effective way of demonstrating to all students that academic achievement is valued by you above all else. By honoring these young men and women who have persevered you have returned intellectual achievement to its rightful place of highest respectability among students, parents, teachers and the entire community. I congratulate our guests of honor tonight on their achievements and urge them to carry this same spirit of intellectual conquest and adventure, learning and truth into the years that are ahead."

Theresa Freni is working for Bird &

(continued on page 7)

College Graduates' Pictures on Page 4

Warm Blankets Sent To Disaster Victims

Fifty-three warm felt blankets are on their way to Chile, courtesy of Bird & Son, Bird Machine and the Walpole Chapter of American Red Cross.

Knowing the great need for supplies in the earthquake disaster area, Roland Peterson of the local Red Cross asked President Wilkins if Bird & Son had a supply of discarded paper machine felts which might be donated. A telephone call to Superintendent John Burke disclosed that we had some, and arrangements were quickly made. Soon the Red Cross station wagon was backed up to the shipping platform in the lower mill yard to receive the warm blanket material. John Bandonis, John Hayes and Francis Martin helped in this operation. That was Friday, June 17.

Saturday a crew of Red Cross volunteers cut the felt rolls to blanket size at the Blackburn Memorial Hall, using an ingenious cutter — the top of a tomato soup can attached to a hand power drill. Fifty-three blankets were cut in no time flat.

Then on Monday the station wagon

(continued on page 2)

The BIRD REVIEW
Vol. 48 No. 7 July 1960

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser

For Your Enjoyment

There is nothing more interesting to people than other people. Especially interesting are the people we know. The Bird Review is published to keep us informed about people in Bird & Son — things that are happening on or off the job.

Since there are 3,000 of us, and only one editor, we have a staff of reporters. They are the eyes and ears of the Review and are responsible for bringing to light much of the news you read in this publication. They can do a better job if you keep them posted about you and your friends in the company.

From now on the Review will appear monthly in this newspaper form. The news will be mostly about Bird & Son people — what they are doing and thinking and planning. Some of this news will of course still be about the plant improvements and the machines and processes, for they are part of our work life. We will also continue to publish information on company policies which affect Bird employees.

But we want more personal news and pictures and from now on will feature these items. We believe you will like this change. Our success in bringing these stories to you will depend both on the skill of our reporters and on your cooperation. Just pass the word along whenever you learn of anything that would make news for the Review. If you can't reach your reporter, tell your foreman and he will notify me.

— The Editor

SOUTHERN CHARM. When William Freegard retired the Charleston folks gave him a fine party. Some of the pretty girls who attended posed for the photographer: Seated, left to right: Marcella Beverly, former PBX operator, Mary Childress, June Meyer. Sanding: Mildred Dorr and Janice Smith.

BLANKETS for Chile disaster victims being packed at the Bird Machine shipping platform by Howard Wheeler and Howard Wilbur. The material was donated by Bird & Son and cut by Red Cross volunteers.

Warm Blankets

(continued from page 1)

delivered them to the shipping platform at the Bird Machine Company where Fred DeYoung and his crew packed them into a second-hand wooden box. Before noon the 650 lb. load had been put aboard a truck which delivered the shipment to the Red Cross dock in Landover, Maryland the next day. Boats leave here frequently for Chile. So we may be sure that in a few weeks felts once used to make paper at East Walpole will be warming sufferers far below the equator where it is now midwinter.

BIRD CLUB NEWS

The Tri-Mill Sports Club will sponsor a deep sea fishing party out of Gloucester some time in August. Members will be notified later. Also, in September, they'll have one of their famous annual chicken barbecues. Watch for announcements.

On July 5 the men golfers entertained the girls at a Scotch Foursome. Results of this will be printed next month.

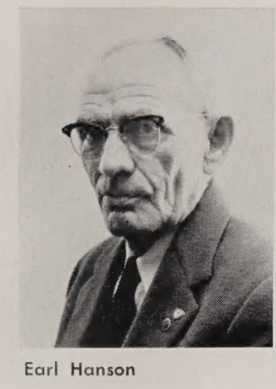
At the end of the first half of the Men's League the standing of the teams was:

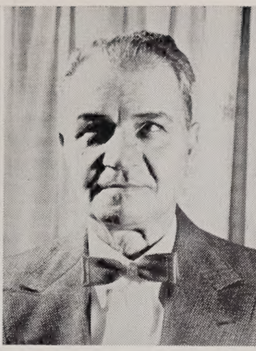
Capt. MacIntyre's team	108
Capt. Green's team	89
Capt. Mathieu's team	77
Capt. Berwick's team	62

Winners of the tournament play on June 28 were:

First Low Gross — George Johnson (FFDA)
First Low Net — Clinton Berwick
Second Low Net — MacDonald, Jackson, Green.
Third Low Net — Bader, Koval, Murphy, Turco, Cady, Julius.
Consolation prizes — Edward Hutcheon and Oscar Lambine.

In Girls' Golf we have finally had four weeks of play at the Ponkapoag Golf


Earl Hanson


Perino Palazzi

Albert Pask

Arthur Lloy

William Freegard

Retired at End of June

EARL H. HANSON, 40 Massachusetts Avenue, Walpole, from March 20, 1920 at No. 1 Box Shop, most of the time in the Miscellaneous Processing Department (FXA). Was a punch press operator six years, finisher for 12 years. He has no long-range plans, but right after retirement went to Mattapoisett on the Cape to help his neighbor, Harry Mann, open his cottage and do some renovating.

PIERINO PALAZZI, 10 St. Joseph Avenue, Norwood, from June 20, 1921. Entire service was spent in the Norwood Roofing Shipping Department, most of the time as a checker-driver. He plans to spend some time this summer with relatives and friends at Pigeon Cove on Cape Ann, then will just "take it easy."

ALBERT J. PASK, 17 Sunset Avenue, Norwood, from July 19, 1940. Started at Roofing Shipping, but transferred in 4 months to Flooring Undercoat Department where he has worked ever since. Has been a mixer man and elevator operator. He also worked at the Roofing Plant in 1919 and from 1920 to March, 1923. Al enjoys raising flowers and will spend his hours this summer in his rose garden and other flower gardens.

ARTHUR S. LLOY, 90 Allen Street, Walpole, from December 14, 1942. Employed as a blacksmith at Bird Machine Co. until September 1944, then transferred to East Walpole Maintenance. An "A" millwright since 1946. He will continue to live in Walpole. Several of his children are still in school.

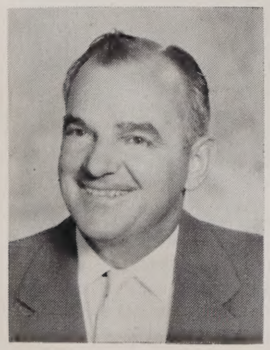
WILLIAM FREEGARD, 90 Chadwick Drive, Charleston, from April 11, 1955 as superintendent of the Charleston Plant. The Freegards will move to Springfield, Va., a suburb of Washington, D.C., after retirement.

Course. Present standings of the teams are:

Team and Captain	Points
I. Mary Blazonis	13½
II. Helen Makarevich	19½
III. Florence MacDonald	18
IV. Barbara Hanks	21

A TRIP TO PLEASURE ISLAND, in Wakefield on Route 128, is in store for you and your family. Notices to Bird Club members explain that they can apply for special tickets through the Entertainment Committee. Good any day this summer, these tickets will cost $1.00 for adults and 50¢ for children, compared with the regular prices of $1.75 and $1.25. Special rates of $1.00 to $1.50 for dinners are also offered.

Charleston Has New Superintendent


Ernest F. Zinkowski

Ernest F. Zinkowski has been appointed the new superintendent at Charleston, replacing William Freegard who retired on June 30.

When Ernie graduated from Mercer University in 1934, he was living in Norwood and grateful to find any job at all. That was one of the years of the great depression when work was mighty scarce. He worked for a little while in No. 2 Box Shop, then for a year on the roofing machines. Eventually his college training was put to use in a laboratory job, and by 1945 he had become assistant foreman at the Norwood Granule Plant.

It was from that job that he moved to Charleston's new plant in 1954 as foreman of the newly-completed Granule Plant. In 1957 he was named assistant superintendent at Charleston.

While working at the Norwood Roofing Laboratory Ernie took evening studies at the New England School of Technical Plastics and at Tufts College of Engineering.

The Zinkowski's son, Ernest, 17, will be a senior in high school next year.

William Freegard, who retired June 30, had been superintendent at Charleston since the plant opened in 1955. He was a man with long experience in the asphalt roofing industry at that time. Previous experience included 16 years with the Barber Asphalt Company, part of the time as assistant plant manager of the eastern plants. In 1937 he laid out and built the Artic Roofing Plant at Edgemoor, Delaware. He operated this plant for many years as general manager and later served as president of the Artic Roofing Company. In retirement, the Freegards will live in Springfield, Virginia, a suburb of Washington, D.C.

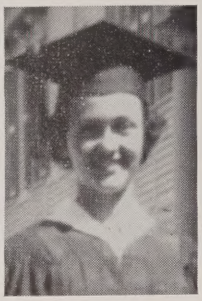
Last month a new campaign against accidents was announced. Not only do accidents cause suffering and hardships to employees and their families; accidents cost real money. In 1959 it took $5 million in sales to pay for our industrial accidents. How much better it would have been for everyone if those accidents had not happened. There would have been less suffering, less hardship, and more money to keep this business running successfully.

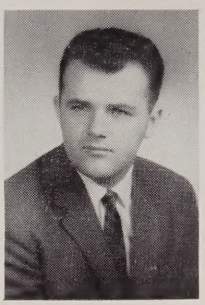
Long Service List

Name	*Date*	*Dept.*	*Years*
Robert V. Garner	8-1-25	Office	35
Howard A. Johnson	8-17-25	Floor Covering	35
William J. Janusaitis	8-5-35	Floor Covering	25
John F. Farrell	8-5-35	Paper Mill	25
Charles L. Walton	8-22-35	Roofing Mill	25
Francis Campisano	8-22-35	Roofing Mill	25
Michael D. Shea	8-1-40	Floor Covering	20
Carlton D. Kraft	8-1-40	Floor Covering	20
Robert M. McColgan	8-5-40	Floor Covering	20
Vito Puopolo	8-8-40	Floor Covering	20
Martin Folan	8-8-40	Floor Covering	20
Richard Jennings	8-12-40	No. 2 Box Shop	20
John M. Hennessey	8-12-40	Floor Covering	20
Louise Drummey	8-13-45	Office	15
Martin H. Fisher	8-22-45	No. 2 Box Shop	15
Francis A. Swierk	8-27-45	No. 2 Box Shop	15
George F. Moore, Jr.	8-30-45	Floor Covering	15
Thomas F. Dunlevy	8-1-50	Floor Covering Salesman	10
Ronald O. Johnson	8-2-50	No. 1 Box Shop	10
Henry Pino	8-4-50	No. 1 Box Shop	10
Joseph A. Glebauskas	8-9-50	Paper Mill	10
John D. MacKinnon	8-8-55	Floor Covering	5
Donald G. Weir	8-15-55	Floor Covering	5
Doris H. Eaton	8-29-55	Office	5
Robert W. Gosselin	8-30-55	Paper Mill	5
PHILLIPSDALE			
Leonard Audet	8-14-45		15
Philip Zompa	8-24-45		15
CHICAGO			
Ell Cooper	8-14-50		10
Loyd Washington	8-14-50		10
Marvin Harvey	8-28-50		10
Robert Blount	8-18-55		5
SHREVEPORT			
Ora B. Miller	8-16-55	Office	5
BERRY REFINING CO.			
Ernest E. Gile	8-18-55		5

Congratulations to These Graduates!

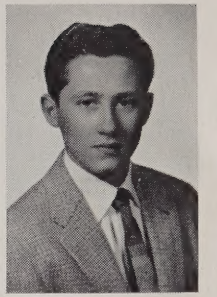
Ralph M. Porter
A.B., cum laude
Holy Cross
Son of
Chester H. Porter
New Britain

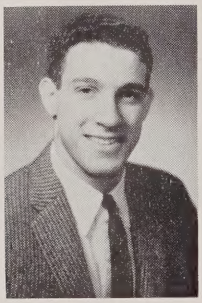

Cornelia M. Clark
Associate in Science
Lasell Junior College
Daughter of
Charles Clark
Nor. Roofing Office

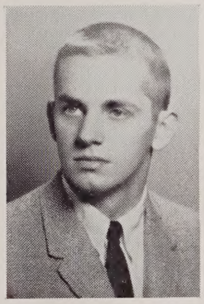

Michael Kevin Folan
B.S. in Bus. Admin.
Boston College
Son of
John Folan
Norwood Roofing

Paul A. Mudgett
M.A., Tuck School of
Business Admin.
Dartmouth College
Son of
Perley H. Mudgett
Paper Mill

David A. Mudgett
B.S., Electrical Eng.
magna cum laude
Worcester Polytechnic
Institute. Son of
Perley H. Mudgett
Paper Mill


John F. Campisano
Associate in
Architectural Engineering
Wentworth Institute
Son of
Francis Campisano
Norwood Roofing


Francis V. Boragine
A.B., cum laude
Brown University
Son of
Mario Boragine
E.W. Power Plant


Carl I. Woolley
Bachelor of Arts
Univ. of Michigan
Son of
Bernice F. Woolley
Main Office

Claire W. Almquist
Graduate of School of
Nursing
Mt. Auburn Hospital
Daughter of
Bernice F. Woolley
Main Office

Richard L. Belair
Bachelor of Arts
Assumption College
Son of
Leo Belair
E. Walpole Maintenance

Illar Muul
Bachelor of Science
Univ. of Mass.
Son of
Valdur Muul
Norwood Roofing

Maintenance Foreman On Second Shift

Earl F. Johnson is the newly added foreman of Maintenance at the Shreveport Mills. He came with us eleven years ago as a checker in the Shipping Dept., worked later as a tractor operator, then a shingle machine operator in 1951.

Uncle Sam used his services as an aircraft welder in the air force from October, 1951 to November, 1955. He then returned to Bird & Son as a maintenance man, progressed to leader man and then on May 31 of this year was made foreman of the second shift.

His hobbies include car racing, water skiing and the daring skill of rodeo riding. Before joining the Bird family Earl spent quite a bit of his time riding wild bulls and broncs in various rodeos. Once he came out second best riding a Brahma bull and when his broken ribs healed decided to return to welding for a living.

His lovely wife is Theda and there are three children, Rhonda, Theresa and Russell.

Many Win Awards

Forty-five employees received suggestion awards in June. George Wise of No. 1 Box Shop was the winner of four $20.00 awards for money saving ideas and Daniel Hourihan at Phillipsdale had three money saving suggestions accepted.

The following men received an extra $20.00 for having five accepted suggestions: George Davis, Jr., FKM; Victor Fornaro, FFF; Louis DeBaggis, FBM; Daniel Hourihan, DPIF; George Jobin, DPRE; Frances Johnson, CEC; James Mulkern, DMPM#5; John Pelypec, FFF; Frederick Stahnke, FBPM#9 and Andrew Wright, FBM.

Regular awards for June

Pasquale Alberico, FBM	$20
Woodrow Barnhill, FKW	20
George Davis, FKM	20
John Folan, EMW	20
Victor Fornaro, FFF	20
Donald Gillis, FBPM5	20
Francis Gilmartin, ERE	25
Ernest Gustafson, FFG	20
David Houghton, FFV	20
Daniel Hourihan, DPIF	60
George Jobin, DPRE	30
James Kinsey, FKM	20
Karolis Kved, FFF	20
Malcolm Legay, FBPM9	20
Victor Leontie, FFF	20
Raymond Nolan, DPP	20
William Owerka, FFF	20
Donald Parkinson, FXR	20
Francis Prisco, FFG	20
Thomas Simpson, FFDA	20
Frederick Stahnke, FBPM9	20
Edgar Vatcher, DPI	20
Frank Wiberg, FFG	20
George Wise, FXF	80
Roy Young, FFG	20
Leonard Audet, DPP	5
John Pelypec, FFF	5

(continued on page 5)

George Johnson

Gustave Sacre

Ronald Babcock

New Appointments In Accounting Division

Three supervisory changes in Accounting became effective July 1st. George Johnson was appointed supervisor of General Accounting (AA), Gustave Sacre supervisor of Cost Accounting for the Paperboard Division (ACM) and Ronald Babcock supervisor of cost accounting for the Building Materials and Flooring Divisions (ACF).

George Johnson obtained his accounting training at the Bentley School Evening Division, graduating in 1951. At that time he was an auditor in the Brookline office of the Norfolk County Trust Company. In 1953 and 1954 he was an auditor for Francis P. Kirk and Company. He joined Bird & Son in January 1955 and was made head of East Walpole Cost Accounting in March 1956.

The Johnsons live in Walpole where George has served the past three years as treasurer of the Walpole Chapter of American Red Cross.

Gustave Sacre received his education in New York City schools and at New York University. He worked in purchasing at Union Service Corporation for five years before entering the U.S. Army in 1942. At the end of the war he worked for Winslow Bros. and Smith for a short period before joining Bird & Son in January 1947 in the Rug Finishing Department of Floor Covering. In 1953 he was made a special clerk at the Floor Covering office. He became production and accounting clerk in January 1955 and head of ACF department in January 1958. He holds a diploma in Industrial Engineering from the International Correspondence Schools.

Ronald Babcock has been a clerk in the Cost Department since November 1954. He joined us shortly after his stint in the Army. He was in the Infantry during the Korean campaign. After graduating from Malden High School he worked for a time in his father's restaurant business and a short time for Builders' Equipment and Supplies Company, before entering the service.

He wanted more formal education, so soon after starting work here he began a program of night study at Northeastern University. This is almost complete now, after six years, and he will shortly have his degree in Business Administration, with a major in Accounting.

Wife to sick husband: "What do you mean you have nothing to live for? The house isn't paid for, the car isn't paid for, the washing machine isn't paid for, the TV isn't paid for . . ."

MANY WIN AWARDS

(continued from page 4)

Rocco Puopolo, DMT	5
Joseph Purpura, FBY	5
James Reiser, FCM	5
Domenico Restaino, FBPM1	5
John Strasunskas, FBPM1	5
Vernon Stromberg, DPRE	10
Richard Sullivan, DPI	5
Andrew Wright, FBM	5
Thomas Smith, FBPM1	30
Steve Blackman and Joseph Blackman, FC	5
Pasquale Cicerelli, DPV	5
Louis DeBaggis, FBM	5
Frances Johnson, CEC	5
Martin Krajcir, FCM	5
James Mulkern, DMPM5	5
A. Lorne Murphy, FBB	5
Edward O'Rourke, FBPM9	5

New Tenants

(continued from page 1)

Two colors can be printed in one operation, which was not possible with the old equipment.

Everybody gains by these moves. Waste space in the old building is put to good use. CDH (Advertising Display) comes back into the family on Bird property once more. Its temporary location for several years near the Park Theater was remote from other Bird operations and rental had to be paid. FXP (the Printing Department) gains new, larger quarters on the ground level where supplies and finished jobs can move in and out efficiently. And No. 1 Box Shop gains needed space on its top floor for storage and expansion.

ROOFING & SIDING
YWHERE

ARTIST WILLIAM GRAZADO at his large easel in the section of the old Main Office that many Bird people will recognize as the former Display Room.

B RD & SON inc.
Established 1795
BIRD
MULTI-WA

CREATING A DISPLAY for a mobile home show in the area of the old Main Office where orders for shoe cartons used to be processed. At the left, William Grazado; at the right, Mathew Connolly of the Industrial Division.

TOP OF THE NEWS

MAIN OFFICE

Welcome to Theresa Pelletier who is working at the Credit Union.

Norman MacDonald is mighty proud of his son John who pitches for the Yankees Team of the Walpole Little League. On June 6 John pitched a no-hit, no-run game against the Red Sox. He fanned eleven and allowed but two to reach first base on bases on balls. Just one ball was hit out of the infield.

Herbert Schaier took an early vacation visiting his daughter in Louisiana.

Joseph Fabiano has bought a new home in Islington.

So long and good luck to Mrs. Marie Devine who has left the Traffic Department because her husband has been transferred to Portland, Maine. We extend a hearty welcome to Helen Burke who takes Marie's place.

At the Class Day exercises of the Walpole High School Senior Class, Paul White was awarded the Jack White Award which goes to the boy being most valuable as a backfield man on the football team. Paul's father is Ray White, Cost Accounting.

We are glad to report that Hank Mathieu is making a good recovery from his heart attack on June 22. He was lucky to get assistance at once and the best of care at the Massachusetts General Hospital.

MAIN MILL

Karl Larson and his family have started to get the fishing bug.

Mason Johnson keeps quite busy plowing and getting his farm in shape.

Julia Lewis starts a fabulous Mid-East tour on July 12. A group of about 80 will fly direct from New York to Beirut, Lebanon and from then until early August will be touring Lebanon, Egypt, Syria and Jordan. Then Julia will visit friends and cousins in and around Beirut and come home by way of Paris, spending a few days there.

Mr. and Mrs. Frank Nyborn are joyful grandparents for the first time. They announce the birth of their first grandchild (a girl) in Winchester, June 7. Parents are Mr. and Mrs. Richard Waters. Mrs. Waters, formerly Constance Nyborn, graduated from the Peabody School in Norwood. Mr. Waters is a construction engineer.

Lester Tarbell, Hermon Barker, Paul Knight and George Blair came home with some good fish stories. They spent a week on vacation in the Maine Woods at Hermon Barker's place on Scraggley Lake, near Springfield, Me. They were out for trout and salmon and got their fill of both. They also caught some bass.

Paul Mudgett, who has just received his Master's Degree from Tuck School at Dartmouth, is entering a three-year training program with General Electric in Utica this fall.

David Mudgett, who graduated with highest honors from Worcester Polytechnic Institute, will be working at MIT Lincoln Laboratory. Both David and Paul are sons of Perley Mudgett, Technical Supervisor for the East Walpole Plants.

LUCKY ANGLERS. Ferne Champagne, left and Margaret Gillis, of the Lewiston Plant with their catch of togue, salmon and trout caught on a trip to Moosehead Lake. They claim their husbands did not catch anything!

MAINTENANCE

Leo Belair's son Richard, who recently graduated from Assumption College, Worcester, has been an active member of the Student Government Association, the Debating Team, the English Club and Editor-in-Chief of the college literary publication, *Phoenix.*

NO. 1 BOX SHOP AND OFFICE

Anne Kelter's daughter Judith was one of the winners of the Frederick E. Clapp Awards given out at graduation at the Walpole High School. Judith is secretary of her class.

Carol Wojdag, Walpole High School Senior, who has been with us part time since spring, won one of two Walpole Woodworkers' Self-Improvement Awards presented at graduation on June 16. Carol is now with us full time in the sales office.

NO. 2 BOX SHOP

Welcome to Beth Delaney who is with us again for the summer to fill in for vacations.

Alice Pole took her two weeks' vacation in June, taking short trips. We extend our sympathy to her in the death of her father June 25.

We extend sympathy to Joseph Carpino whose son, Joseph passed away in June.

We were shocked to hear of the untimely death of Gertrude Jalkanen who died June 21 at the Norwood Hospital. To her brother Lauri we extend our sympathy. Gertrude had worked at the plant office for over 12 years.

NORWOOD ROOFING

Louis H. DeBaggis proudly announces a grandson, Charles Anthony, born on June 1 to Mr. and Mrs. Charles Crebo. Mrs. Crebo, formerly Roaslie DeBaggis, worked in the Main Office Cost Accounting Dept. in 1955 and 1956.

Edward Walsh of Maintenance has a new hobby — farming. Initial occupants of his menagerie are some baby chicks and a goat.

Among our early vacationers are Emil Lestan, Elmer Johnson and James Goguen. Jim went all the way to the West Coast. En route he stopped at various points of interest, such as the Grand Canyon and the Golden Nugget at Las Vegas.

We all wish Louis Rondinelli a speedy recovery after his operation.

Illar, Valdur Muui's son, who graduated from the University of Massachusetts in June, has been commissioned a 2nd Lieutenant in the 26th Yankee Division Reserves.

Mr. and Mrs. Nelson Bartlett have been vacationing in Redwood City, Cal. visiting their daughter and family.

Mr. and Mrs. Alex MacIntyre vacationed in Bradford, Ontario visiting with Mac's mother.

John F. Campisano, son of Frank Campisano, foreman of the Roofing Sample Dept., graduated from Wentworth Institute in June and is now working for the local architectural firm of Korslund, LeNormand & Quann of Norwood.

College students joining Bird & Son for the summer include Walter Virginski, Peter Carleton, George Robinson, and Charles Hall.

Peter S. Morton who is on a military leave of absence writes from Camp Wellfleet that the weather on the Cape has been ideal.

Dick Duncan who is now with the U.S. Army paid a visit from Camp Devens where he will be stationed for a while.

Mr. and Mrs. John Hutchins recently attended the V.F.W. Encampment in New Bedford.

Mr. and Mrs. John Lukko and family are motoring to California for their vacation.

Sixty Cub Scouts were "escorted" to Fenway Park recently by Forrest Clark to watch a Red Sox game. They were the guests of the Red Sox manager.

FLOOR COVERING

Welcome to Leo Burkett of Norwood, new accounting clerk at our office: Leo, who is a recent Bentley School graduate, started here on June 8. He replaces Hendrik Krosschell who has left us and to whom we wish the best of luck in his new job at Bird Machine Co.

Frank Nyborn, Jr. is now starting to quote statistics again as his favorite pastime, local horse racing, started up on June 22nd. You can always find him in the fourth row of the grandstand.

Walter Adamonis and his wife flew to and from Europe last month on a package tour. They visited England, Holland, Belgium, Luxemburg, Germany, Switzerland, Austria, Italy, Monaco and France in 27 days. High spots: revisiting in England where Walter was stationed during World War II; tulip fields in Holland; a cheese party in Switzerland and seeing the Pope in Rome.

The Bausch & Lomb Science Award was presented to David Libby at the Walpole High School Senior Class Day exercises last month. This award is given to the graduating student who has achieved the highest scholastic standing in science subjects in high school. David's mother is Edith Libby, Floor Covering Office. David also won the Walpole Women's Club $250 scholarship presented at graduation.

Larry Hewins has been replaced as Captain of the Pitch Team by Steve Cavanaugh who is a very honest player on five bids.

PHILLIPSDALE

William Dickie of the laboratory recently graduated from Lowell Institute at MIT. He already had a Bachelor of Science from Brown University but went on to study mechanical, electrical and structural engineering evening courses during the last four years.

Gil Dias, our storekeeper, was one of those nominated in the recent primaries in East Providence to run for councilman in his ward. He will be one of two to be voted upon in the November election.

Bill Kanoski's two-over-par 73 won the Polish American Golf Tournament held at Sun Valley June 12. This gave him a leg on the Edward L. Gnys trophey. There were 87 golfers in the tournament.

We are sorry to hear of the death on June 23 of Vincent Zukowski in his 72nd year. Vincent started to work at Phillipsdale in October 1943 and retired in June 1954.

We welcome back Paul Duhamel, a student at Albright College who is again working with us for the summer; and Anthony Puleo, a student at Providence College who is working in the lab.

CHICAGO

One of the fashionable June weddings was that of Arthur Soltan and his French bride, Nicole. They were married in St. Patrick's Church, South Bend, Ind. at an eleven o'clock Mass, June 18th. The reception, following the services, was in the home of the bride and groom. It was a beautiful day and the lawn reception, amid the roses and orange blossoms, was lovely. Rose Fox, Mary Curran, and Mary McWade attended. Arthur Soltan is in television and televises the graduation and all football games for Notre Dame University. He is the son of Tony Soltan of the Sample Dept. Chicago Plant.

Ann Stupur and her husband spent two weeks in Tomahawk, Wisconsin. Ann reports good fishing, good weather, and a fine, vigorous bunch of mosquitoes!

We extend a welcome to the "summer group" now filling in for vacation — Judy Regan, Judy Strom, and "Hap" Sumner.

Our deepest sympathy to Bob MacLeod on the recent loss of his mother.

NEW BRITAIN

We were glad to welcome back Anna Garofano for a week recently while Marshall Lee was on vacation.

Congratulations to Mr. and Mrs. Andrew Marchewka on the birth of their second son.

Arthur Bushell, general manager of the New Britain Plant, has been elected vice President of the Hartford Sales Executive Club.

Ralph Porter, son of Superintendent Chester Porter, who graduated from Holy Cross this year, is a grandson of Michael O'Malley, a former East Walpole Boiler Room employee, now retired. Ralph is also a nephew of Mary Kelley of No. 1 Box Shop. He will attend Tufts Medical School in the fall.

CHARLESTON

Word has been received in Charleston that John Nelson, salesman, has been elected captain of the Mechanicsville Volunteer Fire Department in Mechanicsville, Va.

On June 14, a farewell dinner in the honor of Mr. William Freegard, plant superintendent who retired June 30, was held at the Cavallaro Restaurant in Charleston, S. C. A good time was had by those attending.

On June 9, the annual Barbecue and Open House at Bird & Son for dealers, roofers, etc. from the local area was held in the new warehouse under construction. Guided tours were conducted through the plant and approximately 500 people attended.

We would like to welcome Janice Smith in the Charleston office. Janice is a college student at Winthrop and will be working with us during the summer months.

We would also like to welcome back some of our employees returning from vacation.

Mary Rakoske, credit clerk and her family travelled to New Orleans. Reports indicate they had a marvellous time.

Gloria Patterson, payroll clerk, and family rented a cottage on the resort beach of Isle of Palms, S. C.

Jean Minshew, production clerk, travelled to Austin, Texas with her family. En route they visited the Shreveport Plant.

John Burn, sales service manager, and family toured to Florida for a week.

LEWISTON

Fern Champagne and husband Russ are making plans to spend their vacation fishing at Musquash Lake. From there they will follow the Allagash Trail up into the Northern part of Maine, in search of new lakes and streams. They will be accompanied by Mr. and Mrs. Norman Legendre of Lewiston.

Lillian MacDonald will visit with her mother at Cape Breton, Nova Scotia. While there she also plans to spend some time at Prince Edward Island.

Rita Tremblay and husband Leo are planning a week's vacation at Atlantic City.

This month we welcome, Barbara LeBel, Irma Spencer and Rita Wright.

Guy Houghton and family have moved to their cottage at Turner, for the summer.

GARY INDIANA

A farewell luncheon was held in honor of Oscar Olsen, who, with his wife and children, has moved to Houston, Texas. Oscar was the superintendent of the plant. At the party he was presented with a farewell gift by the employees of both the Chicago and Gary offices.

William P. Smolinski, son of "Patty," has been chosen by the faculty of Froebel

Scholars Saluted

(continued from page 1)

Son this summer and in the fall will attend the University of Massachusetts where she will take a liberal arts course majoring in education. She plans to teach.

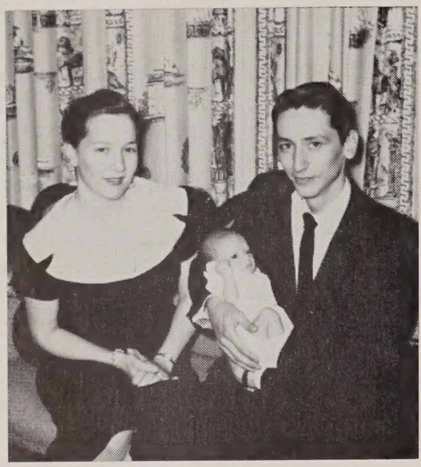
Madeline Zilfi is working at RCA in Needham this summer. In September she will begin her studies at Mt. Holyoke College, majoring in middle eastern (Turkish and Arabic) cultures, languages and politics. She hopes to go into government work or to enter an industry in the Middle East.

A few days later Mr. Murphy addressed another Honors group at the Norwood Junior High School. At an assembly on June 17 the local charter of the National Junior Honor Society was received and a group of students admitted to membership and pinned. Among them were two children of Bird & Son parents — Francis Brisette, son of Joseph Brisette of No. 1 Box Shop — Carol DiCicco, daughter of Frank DiCicco of Floor Covering Shipping.

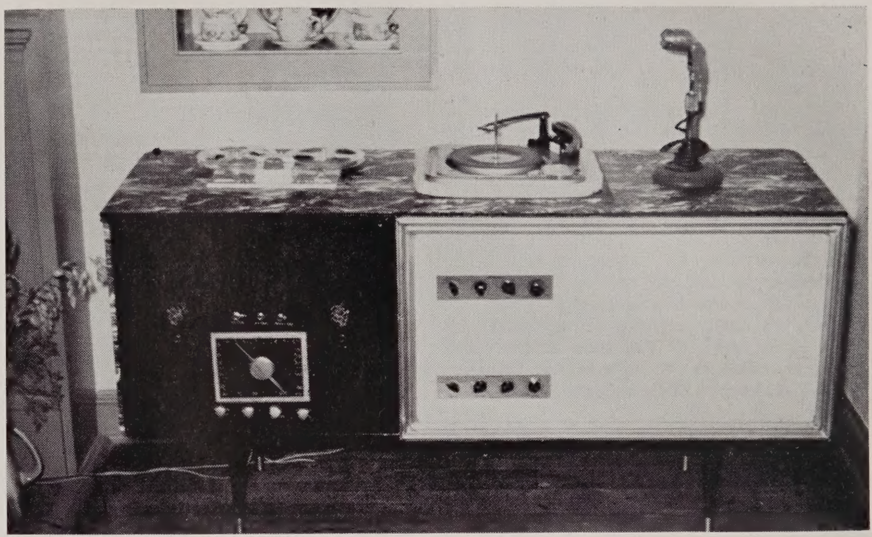
Robert Holman, son of Plant Engineer Robert Holman, led the salute to the flag at the opening exercises.

SALUTE TO SCHOLARSHIP. These students from Norwood High School were honored recently at a dinner. Two "Bird" girls are in the group. Left, foreground, is Theresa Freni of Roofing Sales, opposite is Madeline Zilfi, daughter of Sam Zilfi, Flooring Plant.

Al's Hobby



Alfred R. Flournoy and Mrs. Flournoy are proud of their month-old son, Rendall. Al has been in the Shreveport Office for more than a year and in his spare time he is found in his shop, repairing and building HI-FI, radios and TV sets. His prize is a lovely console he built from an old buffet cabinet which he had to remodel from the legs to the top. It is a beautiful piece of furniture and has a lovely tone.



EXAMPLE of Al Flournoy's cabinet-making skill is this fine piece of furniture. He specializes in phonograph cabinets and in converting old model record players to Hi-Fi sets.

TOP OF THE NEWS

(continued)

High School as a representative to Boys' State Assembly. This is an honorary award based on scholastic standing. The boys must be juniors in high school. At the Assembly they are taught operations and functions of governmental operation. Elections are held and leaders are elected by the boys while there. The Assembly was held June 11 through 18 at the Indiana University campus at Bloomington and was sponsored by the American Legion. Post 207 sponsored William's trip.

SHREVEPORT

Lucille Burrow would like to thank the Shreveport employees for the lovely way they responded when she was selling poppies for the American Legion Auxiliary, May 30th. To quote Miss Mac, "I had a lot of fun. Everyone was so nice and especially the Veterans I wrote to during World War II. I have been asked to help again next year, so I'll be back with poppies to sell!"

We were shocked and saddened by the death of Joe Maricelli, only son of Harold and Mrs. Maricelli. Joe, age 13, was playing with a neighbor when he was accidently shot. Our deepest sympathy goes to this family in their bereavement.

Did you know, that Edwin Sompayrac was a cook? We understand he had a bit of practice on KP during the war, but you should have seen him recently; apron, skillet and egg, cooking breakfast for members and visitors of Booth Lodge F&AM, when they had a sunrise service. Edwin likes to be referred to as part of the "Refreshment Committee" rather than the "Cook."

INFLATION: The radio you paid 10 bucks for before the War now costs you 15 to get fixed.

Recent Deaths

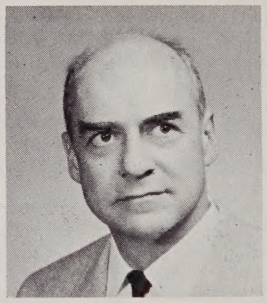
ANGELO AUCIELLO, 65, died suddenly in May while on a trip to Italy. He retired from the Stock Handling Department last December after working there and in the Beater Room of the East Walpole Paper Mill since January 1924. He was single. Details of the death are not known at this writing.

JOSEPH JURGELEWICH, 66, 550 Morse Street, East Walpole died on June 17, just a year after his retirement from the East Walpole Paper Mill. He worked all of his Bird & Son career in one department, first as shartle beaterman and later on No. 5 Hydrapulper. He is survived by his wife, Josie, a daughter and three sons, Cecelie Haag of East Walpole, Chester and Stanley of California and Billy of Long Island. A Solemn Requiem High Mass was held at St. Peter's Church, South Norwood, Monday, June 20, with burial at St. Francis Cemetery, South Walpole.

GERTRUDE JALKANEN, 50, of 30 Tremont St., Norwood, died suddenly on June 21 at the Norwood Hospital. She had been ill only a few days. Since 1948 she had been a clerk in the No. 2 Box Shop office. Funeral services were held at the May Funeral Home on June 24. She is survived by a brother, Lauri of Norwood who works at the Roofing Plant.

JOHN J. POULOSKY, 84, 1078 Pleasant Street, Norwood, died in Norwood on June 25. He worked from April 12, 1920 until retirement, December 31, 1948, at the East Walpole Stock Transfer Department as a tractor driver. Funeral services were held June 28 at St. George's Church, Norwood. Surviving him are his wife, Julia; two sons, William of Plainville and Felix of Franklin; and two daughters, Alice of Norwood and Mrs. Mary Waitkevich of Norfolk. Alice works in the office of No. 2 Box Shop.

Dr. Yundt Named Assistant to President



Albert P. Yundt

On June 6 Dr. Albert P. Yundt, a man with 14 years of experience in paper research, joined Bird & Son as assistant to the president.

Dr. Yundt was technical director of the Camp Manufacturing Company at Franklin, Virginia from 1949 to February 1959, in charge of all laboratory and technical activities. For the last year and a half he was self-employed on a research project.

A graduate of Georgia Institute of Technology, Dr. Yundt obtained his master's degree from the Institute of Paper Chemistry, Appleton, Wisconsin in 1941. He then entered the Navy and by the end of the War had become a Lt. Commander in charge of anti-submarine vessels. He returned to the Institute of Paper Chemistry in 1946 and obtained his doctor's degree from there in February, 1949.

Dr. Yundt will assist in technical matters in all divisions of the company.

Vol. 48
No. 8

The BIRD REVIEW

August
1960

Published for Bird & Son, inc. employees and their families

AT CEDAR HILL Golf Course, here are some of the players who enjoyed the Scotch Foursome at the invitation of the Men's League on July 5. Left to right: Alex MacIntyre and Bunny Woolley, co-chairmen of the event, Percy Spiers, John Folan, Catherine Collins and John Reddick.

Thirty-Six Play in Scotch Foursome at Cedar Hill

Golfing is always fun, but especially so when there's a Scotch foursome. The event at Cedar Hill Golf Club, Stoughton on July 5 was one of the best. Fine weather and good fellowship made it an evening to remember.

Thirty-six players from Bird & Son and Bird Machine participated upon invitation from Men's League to the ladies. In some cases the foursomes became fivesomes and sixsomes to acomodate all the players. Alex MacIntyre served as temporary chairman of the Men's League in the absence of Roland Peterson. Bunny Woolley, Girls' Golf chairman, worked with him on the arrangements.

After the nine holes of play the men and their guests gathered at the Club House for a ham supper. At this time the winners were announced as follows:

First — Mary Moylan, Joseph Smelstor

(continued on page 3)

Named Sales Manager in Floor Covering Division

Bertyl V. Johnson has been appointed general sales manager of the Floor Covering Division following the resignation of Arthur J. LeBlanc, former sales manager, and Stanley Blackmer, former assistant sales manager, on July 22.

Mr. Johnson's wide experience in the Floor Covering Division began in 1947 when he joined the company as a sales representative. For several years before that he had owned and operated

(continued on page 2)

Speedier Service with New Charleston Warehouse

A new warehouse is now in operation at Charleston, S. C., constructed this year to take care of Charleston's increased business.

A moderate backlog of business, which we had in 1955 when the plant opened, has been built up in five years' time to the level of our other busy roofing plants.

Ernest Zinkowsky, superintendent, and William Mazyck, shipping foreman, say — "This new warehouse will improve service to our customers. The added space will permit us to keep a better stock of all items on hand and greatly increase our flexibility on the machine. With an increase in rail shipments at Charleston, the new rail siding will insure quicker deliveries and permit more space on our main track for the heavy incoming shipments of raw material which in the past have frequently had to be spotted beyond our loading platform."

LOADING SHINGLES at the platform of the new Charleston warehouse. Robert Nettles is the driver. At the left are Ernest Zinkowski, plant superintendent and William Mazyck, shipping foreman.

INTERIOR of the new Charleston warehouse which went into service last month. It has 27,000 square feet of storage space and will help greatly in improving customer service.

The BIRD REVIEW
Vol. 48 No. 8 August 1960

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser

WHERE WE STAND

Each of the vice presidents has been asked to give the Review a brief statement of business conditions in his division. Here is a summary of where we stand at the mid-year point in 1960:

FLOOR COVERING

In Floor Covering we have slightly increased our sales in dollars and cents over the same period last year. There has been a big decrease in the demand for linoleum, but our rotary vinyl business has expanded enough to offset the linoleum decrease.

August of this year promises to be better than a year ago. Many changes have been made in the division for more efficient management, better quality control, improved production and products. For instance, recent mechanical changes at the new rotary machine should result in very positive improvement in both production and quality. In Linoleum, improvements are being installed in the hangers, in calendering and in quality control. Also, we expect soon to be using a resin-saturated felt back in our better grades of Linoleum. This will mean a much better product which will help greatly in building more volume of business in this product.

PAPER PRODUCTS

Business conditions in the paperboard industry are generally favorable now, so we expect our volume of business in the Paper Products Division to be good, likewise. However, competition is keen and our final success depends on how well we work together as a team to manufacture, sell and give the service which will attract and hold the business. We expect that compared to August, 1959 our Corrugated and Solid Fibre business and Shoe Carton business will be up about 5%, and paperboard business will be about the same as 12 months ago.

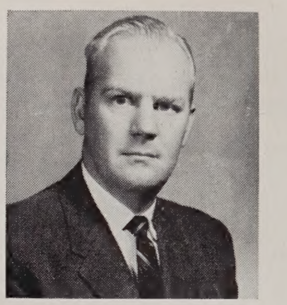
BUILDING MATERIALS

Building Materials Division sales have picked up since early spring, have been running at a good level in June and July. Residential construction declined radically in the first part of 1960, because it was hard to get mortgages. Now new home construction is picking up as mortgage money is more readily available. We expect a good volume of sales from this new construction business plus the business in repairs and remodeling.

Competition in 1960 has been very keen. Prices have been much lower than they were a year ago, and to increase our problem, we have had increased costs at the same time. A great deal of sales effort and advertising have been put into Wind Seal Shingles. This is paying off in increased sales and good business in this product.

Named Sales Manager

(continued from page 1)



Bertyl V. Johnson

a retail floor covering store in Brockton.

In 1951 he was named special New England sales representative for the division and in 1952 became New England field manager. Two years later he was appointed sales development manager with the responsibility of training new salesmen for an expanding program.

As general manager of the Industrial Division since 1957 he has directed the sales of many Bird products for industrial use.

He lives in East Bridgewater with his wife and five children. In this community he is Scout Master of Troop 32 Boy Scouts of America of Elmwood and a Corporator of the East Bridgewater Savings Bank. He is president of the Dixon Smith Milling Co. of Elmwood and a member of the Promotion Committee of the Mobile Homes Manufacturers Association.

T. G. Sullivan is New Industrial Division Manager

Thomas G. Sullivan has been appointed the new Industrial Division manager, taking the place of B. V. Johnson who recently became sales manager of the Floor Covering Division. Mr. Sullivan will be responsible for industrial sales.

Joining the Industrial Division in February, 1958, Mr. Sullivan has been special products manager. From 1955 to 1958 he was New England district manager for Mastic Tile Corporation and from January 1950 to December 1954 was a sales representative in our Floor Covering Division. His territories included Philadelphia, Connecticut and Boston. He also assisted C. A. Boiteau for a time in mail order sales.

Bird products have been known to him for a long time as before joining the company he was for some years with Columbia Lumber Company of New Haven, Conn. and then with Batter Building Materials Company of New Haven.

The Sullivans live in Belmont. A daughter, Mary Ann is a senior at Cardinal Cushing College. Thomas, Jr. attends Lakemont Academy in New York.

Scotch Foursome

(continued from page 1)

Second — Marion Tolman, Ralph Surrette
Third — Marion Tolman, Thomas Jackson
Fourth - tie — Mattie McLauchlan, Nelson Chute and Priscilla Mackenzie, Joseph Eppich
Consolation — Barbara Hanks, Harry Cady

Each winner received a merchandise award.

Men's Golf — Regular Play

The second half is underway with new team line ups. The captains are Messrs. Berwick, Bader, Green and MacIntyre.

We remind everyone of our policy — any person who belongs to the Bird Club is invited to play at Cedar Hill whether or not he belongs to a team. Just show up and you'll be given a partner and can enjoy pleasant evenings with us.

Your golf committee, consisting of Percy Spiers, Alex MacIntyre, Harry Cady, Jock McDougall and Roland Peterson, chairman, wishes all members of the league pleasant hacking during August and into September.

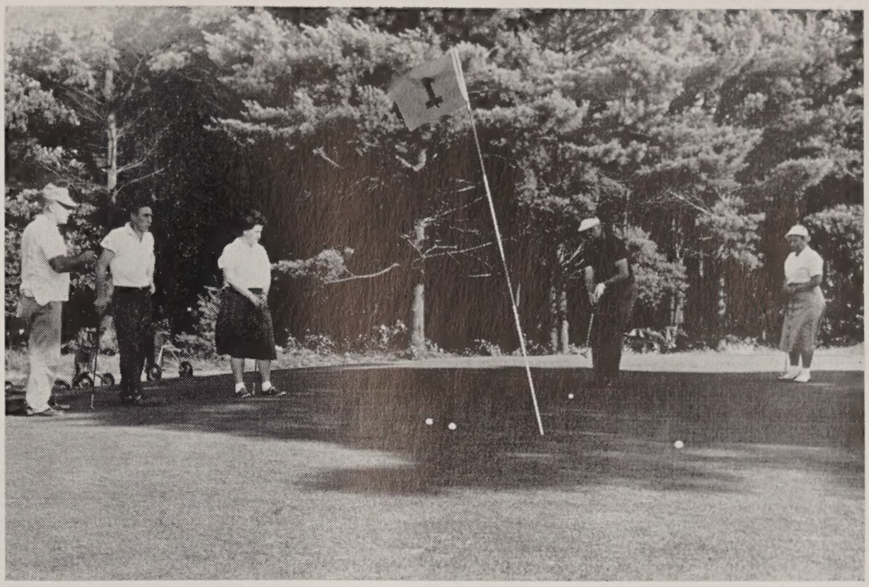
Girls' Golf — Regular Play

The regular season has ended with the following results:

Team II — 36 points
Helen Makarevich, Capt.
Team IV — 29½ points
Barbara Hanks, Capt.
Team III — 26 points
Florence MacDonald, Capt.
Team I — 19½ points
Mary Blazonis, Capt.

A Field Day was held the week of August 1st, and sometime soon the final meeting will be held as either a dinner or a luncheon. At this time the awards will be announced.

Isn't it terrible how close some motorists drive ahead of you?



PUTTING — At the first hole, Cedar Hill Golf Course. Left to right are James MacDonald, Harry Kady, Barbara Hanks, Carl Ellison and Marion Tolman.

WINNERS of the Scotch foursome: Joseph Smelstor, left, and Mary Moylan. Making sure that the Cedar Hill Golf Club Cap gets in the picture is Jack McDougall who had a good time but didn't win any prizes!

BIRD CLUB NEWS

Over 900 persons (members and their families) have taken advantage of the special ticket offer for a day at Pleasure Island. Got your ticket yet? Everybody reports a good time, so don't miss out. The offer is good up to but not including Labor Day. $1.00 for adults, 75¢ for children. Tickets on sale at the Credit Union office.

REHEARSALS START Monday, September 12 for the fall concert of the Neponset Choral Society. They'll be held as usual at Bird Hall at 8 P.M. each Monday from that date on. The work this year is Mendelssohn's "St. Paul," a very singable oratorio which is more dramatic in character than the music sung at the Society's formal concerts in the past two years. No voice trials are required for chorus membership — just an interest in music and faithful attendance at rehearsals. See you Monday, September 12 at Bird Hall.

Recent Deaths

HAROLD WATSON, 58, of 1106 Main Street Walpole died at the Norwood Hospital June 29th after a short illness. He had worked in the No. 1 Box Shop Shipping Department since July 1926, for many years as a checker and then a supervisor. He is survived by his wife, Inez; two sons, Harold F. of Foxboro who works at Floor Covering Shipping, and Robert W. of Walpole. There are also five grandchildren and two brothers and sisters. Funeral services were held at the Ginley Funeral Home on July 2, with burial in Knollwood Park Cemetery, Canton.

ANTONIO PIEDZEWICZ, 46 East Street, East Walpole, died on July 9 at the age of 75. He had been retired since June 1950. He began his Bird & Son career in the shipping department of No. 2 Box Shop on March 24, 1920. Four years later he transferred to No. 1 Box Shop Shipping. In 1934 he moved again, this time to the Rug Finishing Department at Floor Covering. It was from this department that he retired in 1950. He is survived by his wife, Antonina, and four children: Mrs. Nellie Haberek of Attleboro, Chester of Westwood and Joseph and John of Norwood. Funeral services were held in Norwood on July 11. Burial was in Knollwood Cemetery.

MICHAEL GRUGNALE, 3 Elks Parkway, Norwood, died July 14 at the age of 73. A Roofing Plant worker for 29 years, he retired in 1954. He joined the company April 14, 1925, working in various capacities on the several roofing machines. From 1940 to 1942 he was employed at the Undercoat Department of the Floor Covering Plant, but then returned to the Roofing Plant. He was working on No. 9 Machine at the time of his retirement, December 31, 1954. Funeral services were held on July 18. He is survived by his wife, Annie, a daughter Mrs. Mary D'Atple of Mansfield, a son Nicholas of Walpole and two grandchildren.

George Condry Flys For Fun

THEY LOVE TO FLY in Daddy's new plane. These charming ladies are Lynn and Anne, daughters of George Condry of Phillipsdale. George is part owner of this four place Cessna 170.

How It Started

Four guys who like to fly have recently pooled resources and bought a 4 passenger Cessna 170 which they keep at the Mansfield Municipal Airport.

One of the four is George Condry, foreman of the Insulating Board Department at Phillipsdale. We asked George to write this account of his experiences:

"Although I was a pilot in World War II, I did no flying until about three years ago when I started again with one of my present partners, Howard McMurray, who at that time owned a plane with two other fellows. There are four in the present partnership, Howard, a former American Airlines pilot, Jack Fox, an East Providence businessman, Brad Forsberg of Brockton and myself. We are all guys who like to fly mainly for the sake of flying. We wanted a good piece of equipment which for one person to buy would be quite costly. So by pooling our interests we were able to buy a good plane, well equipped and it is not too expensive for any one of us.

Mostly Week-Ends

"Mac and I fly mostly week-ends or evenings after work; the other two fly during the week, some for pleasure and some for business.

"Most of our flying is within 150 miles radius and strictly for pleasure. We shoot down to Nantucket, Martha's Vineyard and Block Island, for instance, just for the ride.

"My wife and two daughters love to fly. Before I bought into the plane, I took them all up in Mac's other plane to make sure that they would like it. My wife, Gladys, has even expressed a small desire to learn to fly and I hope she does. So, it is a family project as well as a personal interest.

Pick Good Days

"Even though I like to fly very much I am not at it every minute for several reasons: first, there is the expense. Like any other hobby or pleasure there has to be a limit to what you spend; secondly, the good old New England weather does not permit as much flying as other sections of the country. Because we are flying for enjoyment we do not have to take chances and fly in doubtful weather conditions. We pick our days and really enjoy ourselves.

"It is a wonderful pastime which, when done as we are doing it, is not too expensive. Present-day equipment is very reliable and when handled properly is quite safe. Many friends have expressed the desire to go for a ride and I hope to take as many as I can to help spread the pleasure of flying to as many people as possible.

"We haven't taken any unusual trips yet, but hope to this summer. One of them will be when my own mother, who is 79 years young, has me fly her down to Block Island when she goes on vacation. She has never flown before and is looking forward to it."

Do You Remember?

Twenty-five years ago, in 1935:

In February, Philip R. Allen became chairman of the Board and Charles Sumner Bird, vice chairman. Benjamin H. Roberts was elected president. Charles W. Conrad was named to succeed Mr. Roberts as director of manufacturing and Ralph A. Wilkins was appointed general superintendent of the East Walpole plants. Eli L. Chamberlain was appointed Roofing sales manager.

In 1935 Bird & Son purchased the Berry Asphalt Company with refineries at Waterloo, Arkansas. This has now become the Berry Refining Company of Gary, Indiana. In 1957 the Arkansas interests were sold.

High scorers in Girl's Bowling that spring included Hilda Rafuse, Helen Curran, Margaret Owens and Helen Gustafson (now Helen Rafuse).

A new product Chromalin, was added to the Floor Covering line, and each of the five hangers at Floor Covering Undercoat Department was extended to the full length of the building — a big construction job.

A picture in the August Review shows Joe Smelstor at bat for the Bird & Son baseball team. We were in the Southeastern League that year. Other members of the team included Bill Murphy, Lili Petroni, Ernest (Irish) Oakes, Howard (Bullet) White.

Vice President Elmer H. Bartlett celebrated his 50th anniversary with the company on July 25.

Bill Sline, roofing salesman, was elected to the Walpole Board of Selectmen.

The East Walpole Tennis Club joined with the Bird Club to form the Bird Tennis Club. Chairman of the club was Frank S. Clem. Other Bird Club committee chairmen included: Howard Whitney, Budget; Parky Rogers, Membership; Ernest Oakes, Baseball; Howard White, Bowling; Leo Bernier, Golf; Charles E. Rafuse, Quoits; Gordon Wilson, Ping Pong; Jack White, Soccer; Ed Grout, Entertainment and Ernest Coleman, Education.

TOP OF THE NEWS

MAIN OFFICE

Friends of Peg Owens celebrated her 35th anniversary with Bird & Son on June 22 by honoring her with a party at the Lord Fox. Peg was presented with a billfold overflowing with paper money. Her friends at the head table represented 220 years of continuous service with Bird & Son. We wish Peg many more happy years to come.

Welcome to Narda Dexter, a recent graduate of the King Philip High School in Wrentham.

Dick Murphy soaked up the sun vacationing at his cottage at Sagamore.

Others on vacation include Helen Curran, Al Garner, Mimi Berteletti and Connie Dumoulin.

We welcome James Hennessey and John Brady to the Cost Accounting Department. Hope your stay with us will be long and happy.

Congratulations to Al Kent and his wife, June, on the birth of their first child, Alfred, Jr., on June 28 at the Norwood Hospital.

The Traffic Department welcomes Helen Burke who is replacing Marie Devine. Marie, who recently moved to Maine, was presented with assorted gifts and money on the day she left, a token of remembrance from her many friends.

When Jackie Hemmer left to go to Louisiana to be married her place was taken by Ann Downing. Welcome, Ann.

A shower was held for Jackie at Mary Hartigan's where she received a portable Mixmaster. She is now Mrs. Spencer Churchill of Lake Providence, La.

Mary Geary, Mary Conton and Ann Eklund were on vacation in July.

Mary Conton had a 20th anniversary on June 24. She received money, flowers and candy from her fellow workers. Actually Mary has had almost 40 years of service here as she started originally in June, 1920 but had a break in continuity of seven months back in 1939 and 1940.

We welcome the following girls who are working here for the summer. Some are here for the first time; some are familiar faces we are glad to see back with us again. Norma Barstow, Punch Card Accounting, and Gail Newton, Stenographic; Jane Anderson in Accounting; Judith Langmead, Treasury; Cathleen Forrest and Elaine Jacobs, Floor Covering Sales.

We are glad to see Russell MacDonald back with us again in the Mail Room. He is a student at Clark University, Worcester.

Just Moved In

NEW OFFICE — For the Sales and Manufacturing Departments at No. 1 Box Shop. Manufacturing section at the left, Sales at the right. Private offices out of range of the camera at the right are for Superintendent Arthur Colburn, Sales Manager Benjamin Beale, and Sales Promotion Manager Walter Rockwood. There is also a conference room in this area. The move to these attractive and more spacious quarters was made in mid-July.

NO. 1 BOX SHOP and OFFICE

Welcome back to Antoinette Puopolo who is with us again for the summer months. She is a student at Framingham Teachers College.

When Mike Downing retired his friends in No. 1 and No. 2 Box Shops presented him with a transistor radio so he can listen to his favorite baseball and basketball programs wherever he may be. Mike used to work at No. 2 Box Shop before he became a compositor in the Printing Department.

(continued on page 6)

Towles Return To Pakistan

George Towle, retired, and Howard Nelson, Floor Covering Maintenance have wonderful memories of a visit with their son and daughter, respectively, and two grandsons. George's son, Richard Towle, married to Howard's daughter, Dorothy, is now back in Dacca, East Pakistan, with his family. Richard is starting his second two-year assignment as a field sanitation adviser with the International Cooperation Association of the Federal government. He is sanitation adviser to the government of East Pakistan.

Before the young Towles with their very young sons (Ricky, 20 months and Tory, 5 weeks) returned to the Far East in June, the Review was able to get this picture from their album, showing Richard at work inoculating against cholera with a hypo-spray jet in a typical Bengali village. Richard holds both a bachelor's and a master's degree from the University of North Carolina. He had formerly worked with the Massachusetts Department of Public Health and with health departments in Florida. In Pakistan he has helped supervise the Sanitary Inspectors Training School, from which about 40 competent inspectors graduate each year.

RICHARD TOWLE, son of George Towle, retired, inoculating against cholera with a hypo spray jet injector in a typical Bengali village. Mrs. Towle is the daughter of Howard Nelson, Floor Covering Maintenance. The Towles have now returned to Pakistan after a visit with their families in Walpole.

TOP OF THE NEWS

(continued)

MAIN MILL

Congratulations to George Barton, Jr. who has been made Machine Tender on No. 3 Paper Machine.

Mr. and Mrs. Arthur Chamberlain vacationed for two weeks touring the southern states. Arthur works on No. 5 Paper Machine.

The Stock Transfer Department was saddened by the death of retiree, John Pouloski.

MAINTENANCE

Roof raising at White Island Shores is now a thing of the past. Frank Paine says that he is almost ready for the cottage warming.

To the darling of the Machine Shop, Frances Fulton, the greatest of success in your venture into the inn business — The White Dory Inn, Provincetown, Mass.

John Walsh, oiler, is spending the summer on the old sod. We hope he enjoys his stay in Ireland.

Pat Curran and his family, Janice, David, Meloni, Sheridan and Judy, all spent their vacation at Brant Rock.

Bill Swinnerton, John Folan and Joddy Angus spent a couple of days fishing off Hog Island. No fish!

Everett Brennan made his annual pilgrimage home to Nova Scotia recently.

We were pleased to welcome two charming young ladies, Diane Makarevich and Martha Homan, who filled the shoes of Kay Niden and Frances Fulton while they were on vacation.

NO. 2 BOX SHOP

Eino Heikkila spent part of his vacation going to San Francisco to see some of the track meets. He is an old long distance runner himself and used to compete in local marathon races. He said that it was a nice trip all the way. He also enjoyed a visit with his son and two grandchildren in Los Angeles.

A CLOCK RADIO was presented to Albert Pask by his fellow workers when he retired at the end of June from the Floor Covering Undercoat Department. Kneeling, Max Surowic and Francis Tohosky. Standing, left to right: Anthony Pratasius, Hubert White, foreman, Vincent Wieczorek, guest of honor Pask, Vito Mazzota, Warren Cherry, William Grudinskas, William McNaughton, Benny Capone (who made the presentation), William Cormier and John Thompson.

Vito Puopolo and his family went to Canada for a vacation.

We extend our sympathy to Joseph Troiano whose brother Sebastian died during the month.

Nader Kalliel has turned to real estate now, representing Town and Country Homes. Anyone who wants to buy a home, get in touch with Nader.

NORWOOD ROOFING

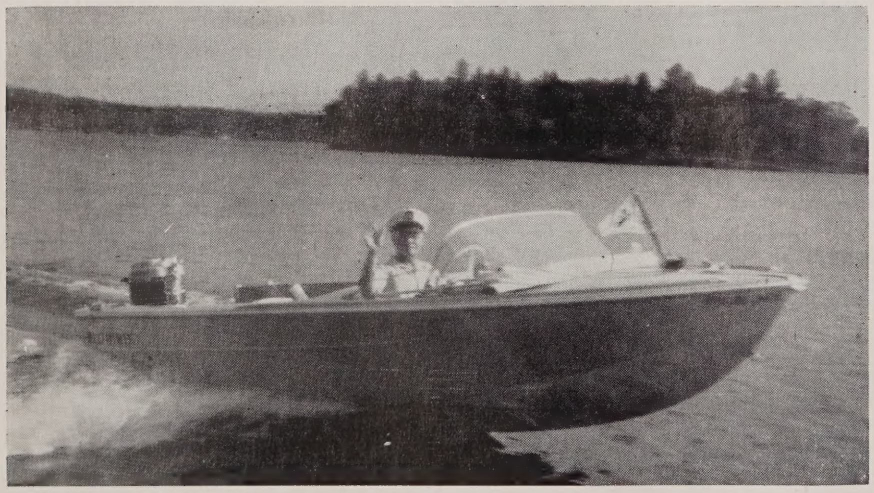
Vacation time in Florida included Mr. and Mrs. Leonard Weaver and family and Mr. and Mrs. John Hutchins.

Nick Radzwill and his wife, Marianne, went to the Laurentian Mountains in Canada for a second time on vacation.

Herb Davis visited his son at Camp Drum and toured Northern Vermont.

Mike Foley and his family vacationed at South Portland, Me.

Fred Turco was recently elected chairman of the Walpole Personnel Board. This is his third year on the Board. Fred and his family spent their vacation this year at their summer home at Wareham.



SKIPPER ELI L. CHAMBERLAIN at the helm of his 16-ft. fibre glass boat Blubird which he purchased with the bank account set up in his name by Bird employees at the time of his retirement. It has a 45 h.p. Mercury outboard motor, seats six and is equally good for fishing, cruising or water skiing. Mr. Chamberlain keeps it at Kezar Lake in Maine where he has a summer home. The name Blubird signifies both the color of the boat and those whose gifts made it possible. You can just make out the name at the rear near the waterline.

Peter Deptula, our office boy and his friends, went sightseeing at Provincetown.

Maine was the vacation area chosen by Carroll Homan and his family, John Colinari and family and Forrest Clark and family.

John Sigmund tells us he plans to take his vacation in October when Washington will be playing in the World Series!

Ralph Kemp, camping enthusiast, spent a week's vacation touring through New Brunswick, Nova Scotia and Cape Breton.

Mr. and Mrs. Roy McQuillan and family enjoyed their annual camping vacation this year motoring through the south.

James Mack and his family were with friends at Hampton Beach staying at Marycliffe Hotel.

LAWRENCE HOWELL, left, who recently retired from the Chicago Plant, received a farewell gift from the Union. Presenting the gift is Rufus Newman, secretary-treasurer of Local 7-170.

CHICAGO

Rudy Budz is now with the Sample Department after a long illness. Welcome, Rudy. Also, we welcome to the Sample Department Jimmy Barminski, who comes from Carbondale, Ill.

Teddy Moore's son Dennis is starring in Gazebo at Drury Lane Theatre. Teddy is Gang Boss of the mechanics.

Nick Ahrens vacationed in Florida and had a wonderful vacation, only for a few days he was walking in the rain.

Bernie Schatte enjoyed his vacation decorating his bungalow. Bernie says, "My wife always plans my vacation — housecleaning — but it's fun!"

Another wedding is being planned — Willie Stokes'. Quite a few of his fellow workers are trying to convince him to stay a bachelor — continue single blessedness etc. — but Willie says, "I'm in love."

We also welcome Bill Bohnenberger, Bud Hawkins Inspector for No. 6 machine, and Richard H. Emerson, Jr. take-off man No. 6 machine.

Sam Marks and his wife had a fine vacation. They went to Denver, Colorado Springs. On the way back they made a stop in St. Louis, and also in Mt. Vernon, Ill. — Mrs. Marks' home town.

Rose Gorman "did" Chicago on her vacation with a short trip to Lake Geneva.

Our sympathy to Harvey Brooks on the loss of his wife.

PHILLIPSDALE

Belated congratulations to the Edward Millers on the birth of Jo Ann on May 2.

With July vacations over with, many of the fellows are talking about the coming bowling season. The league again this year will play on new alleys, and those wishing to play should hurry and sign up.

Joe Moniz claims to have caught a 16 lb. striper off the Charleston shores on his vacation. We have no pictures so you'll have to take our word for it.

Our sympathies are with the families of Lawrence Massey and of David Seeley in the loss of their mothers.

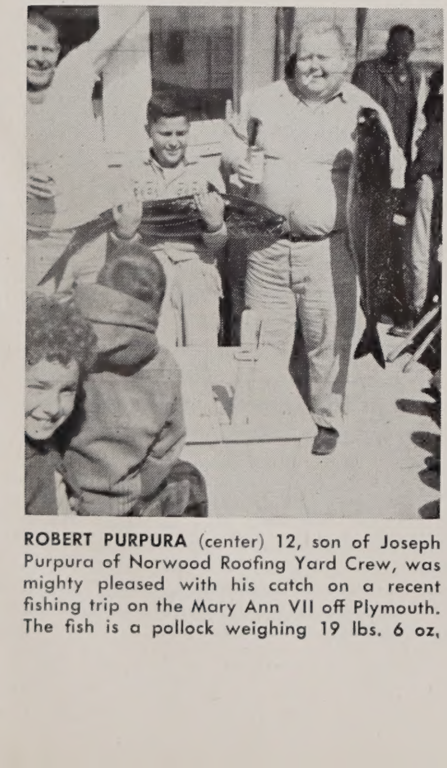
SHREVEPORT

Al Flournoy, whose hobby of building phonograph cabinets and hi-fi sets was pictured in the July Review, has always had a natural bent for carpentry. While in service with the U.S. Navy he also developed an interest in electronics. These two interests have been combined by Al to produce some very lovely and useful pieces of furniture. When not working at Bird & Son's Shreveport Office as a mail clerk he keeps quite busy in his own workshop with his fine set of tools. His prize to date is the lovely console built from an old buffet cabinet and illustrated last month.

Al learned his hobby from the Shreve Memorial Library during his tour of service with the U.S. Navy. After a medical discharge in 1957 he took an electronics theory course at Centenary College in Shreveport. Putting his knowledge to practical use he is presently designing and building short wave receivers and transmitters for his own use in his home and car.

He is also building a 2-cycle engine racer to be used in "go-cart" racing. This sport is becoming popular throughout the country with adults as well as teenagers.

Al has just completed designs for the building of storage cabinets for use in the Shreveport Office. This is his first venture out of the line of phonograph cabinet building.



ROBERT PURPURA (center) 12, son of Joseph Purpura of Norwood Roofing Yard Crew, was mighty pleased with his catch on a recent fishing trip on the Mary Ann VII off Plymouth. The fish is a pollock weighing 19 lbs. 6 oz.

IN NINE DAYS — During the vacation shutdown, 8500 ft. of old plank roofing was ripped out and this new galvanized metal roof, with a Bird Built-Up Roof on top, was put on over No. 4 and 5 Paper Machines. This was one of several big jobs completed at the East Walpole Plant during the period.

Last year with an engineer from Radio Station KWKH in Shreveport, Al helped design and install an electronics classroom at St. Vincent's academy. This is a newly developed method of teaching by tape recording. He also reports he has begun work on a new sound system for the local little theatre in Shreveport.

We just received the following telegram from the top of Pikes Peak, Colorado and signed by Wylie Walden, "HAVE JUST CLIMBED PIKE'S PEAK. SOMEWHAT WEARY, BUT GORGEOUS VIEW AND FULLY WORTH IT." We hope they have a wonderful vacation.

It was a very weary and tired Neal Williams, husband of Lorraine, who returned to his work Tuesday and the reason was a hot foot-race between him and a dog "somewhere between here and Galveston." They were traveling at night for the holiday visit to Texas and about daylight decided to change drivers. Lorraine was at the wheel and when Neal started around the car, he was joined by this best friend of man from a nearby farm house and the race was on. Neal made five complete trips around the car before he gained enough distance to jump in.

Congratulations to the Don Cook family on the arrival of a new daughter, Donette.

We extend our sincere sympathy to Mack Bryant whose mother, Mrs. Ida Cook, passed away at Ft. Lauderdale, Florida.

We were most happy to have Jean Minchew from the Charleston Plant visit us on her recent vacation. Jean was on her way to Austin, Texas to visit her mother and stopped by for a trip through our mill and office. We found her to be very charming and are looking forward to future visits from her when she again travels to Texas.

A hearty welcome goes to Lydia Kennedy, our new switchboard operator. Also to Judy Walker who is with us for the summer. Judy will enter Tech this fall.

Nona Cox enjoyed a week of her vacation taking care of her grandson. She and her husband drove to New Orleans to spend a few days and brought him back with them.

CHARLESTON

A Buffet Supper at Mr. and Mrs. Davis' home on June 29, was held in honor of Bill Freegard, plant superintendent, who retired June 30. A Delta Arm Saw was presented to Mr. Freegard by employees. Mr. and Mrs. Freegard have moved to Virginia.

Mildred Dorr, stenographer, and family recently spent a week's vacation in Atlanta, Ga. and Cherokee, N. C.

We would like to welcome Colleen O'Rourch to the Bird Family. Miss O'Rourch will be the order typist and we wish her much success.

Mary Childress, purchase and traffic clerk, travelled to Alabama for a week's vacation with family and friends.

Lila Weeks, billing clerk, spent a week in North Carolina attending a Baptist Convention at Ridgecrest.

Etta Mock, credit clerk, and husband vacationed for 2 weeks in Georgia and North Carolina.

We would like to congratulate Mrs. June Meyer, sales correspondent, on the birth of a new son. Her absence is greatly missed and we are anxiously awaiting her return.

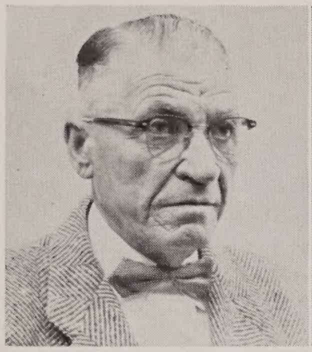
Frank Smith, salesman in the Charlotte, N. C. Area, spent 2 weeks on active duty as a Lt. Col. at Fort Leavenworth, Kansas. During these 2 weeks encampment Frank completed the final course of the Command and Staff School.

Bill Hackney, salesman in Atlanta, Ga., recently took a week's vacation and travelled to Washington, D. C. with his family. On the return trip, they passed a few days in Charleston visiting friends.

Woodrow Barnhill spent a week at the Santee Lake fishing with friends. 34 rock fish were caught in one day, the largest weighing 20 lbs.

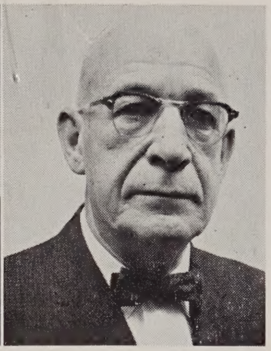
Contributors

Reporters contributing to this issue: Carol Briere, Florence MacDonald, Doris Reardon, Julia Smith, James Barnes, Edward Geraghty, John Kalis, A. D. Smith, Catherine Brady, William Ford, Mary Driscoll, Ruth Phelan, Michael Meomartino, David Lowry, Virginia O'Brien, Rose Fox, Lucille Burrow, Robert Zobel, Edward Silva, Charles Cobb.



James Sheptycki

Fred Jakel



Michael Downing

RETIRED IN JULY

JAMES M. SHEPTYCKI, 248 Washington St., East Walpole, from July 16, 1925 at the Floor Covering Plant. Worked for 9 years on the print machines, 7 years as a watchman and since 1941 in the Oil Boiling Department, most of the time as an oil tester. Of his several jobs Jim says he found his job as oil tester most interesting. In retirement he will spend his time hunting and fishing, also doing some woodworking and gardening.

FRED W. JAKEL, 4404 Glenwick Lane, Dallas, Texas, from November 5, 1926 a salesman in the Floor Covering Division. During his career he has had only two territories, but between them has covered a large section of the midwest and southwest, from border to border. Until 1943 he was in the Milwaukee, Wisconsin area, working north to Canada. Since then he has covered the large southwestern territory. "One thing that stands out vividly in my memory," writes Fred, "is the fact that in the southwest, due to the vastness of the territory, I would, during World War II, leave on a Pullman on a Sunday night and spend every night on the train, visiting a different city each day, arriving home on the following Saturday morning." In retirement Fred will catch up on fishing and golfing, do some travelling and devote some time to a hobby, the securities and investment business. He will also keep active in civic affairs.

MICHAEL DOWNING, 10 Riverside Place, Walpole, from October 5, 1939. Worked for 6 years in the Solid Fibre Finishing Department at No. 1 Box Shop, for almost 9 years as a helper on the Lid Rotary Machine at No. 2 Box Shop, and since June 1954 as a compositor at the Printing Department, No. 1 Box Shop. Before joining Bird & Son he had worked many years as a compositor at J. S. Cushing Co. and the Walpole Press. This summer he will spend most of his time at his place on the Cape. Later he will help his nephew John J. Lydon train show horses. This will be both at the nephew's place, Sir Echo Farm in Millis, (15 horses) and at Waseeka Farm in Ashland where the nephew is the manager. There are 40 horses, all Morgans, at Waseeka Farm, owned by Mrs. Power. These include Wincrest Donfield, four times a national champion stud, both in fine harness and in saddle, and Nocturne, another champion.

Suggestion Awards

In July six men received an additional $20.00 for having reached another five accepted suggestions: Paul Manning, FFG, Joseph Medeiros, DPRE, Joseph Nevins, FBPM7, Garnet Patterson, FFG, A. Carleton Rafuse, FFG, George Wise, FXF.

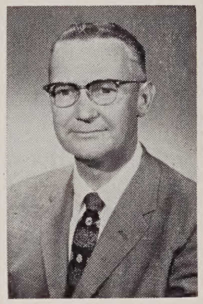
July Awards

Robert Chappel, FBPM7	$20
Ronald Cook, FFT	20
Richard Ferris, DPI	20
John Green, FFM	45
Daniel Hourihan, DPIF	25
Joseph Nevins, FBPM7	20
Edward O'Rourke, FBPM9	20
Edgar Vatcher, DPI	20
Victor Weidkunas, FFF	20
George Wise, FXF	20
Alfred Carvalho, DPM	5
Clifford Fitch, FFT	5
Victor Fornaro, FFDA	5
Victor Leontie, FFF	5
Paul Manning, FFV	5
Leonard Mastropieri, FFT	5
Joseph Medeiros, DPRE	5
James Mulkern, DMPM5	5
Garnet Patterson, FFG	5
A. Carleton Rafuse, FFG	5
William Simpson, FFG	5
Frederick Stahnke, FBPM9	5
John Stupak, FBN	5

LONG SERVICE LIST

Name	*Date*	*Dept.*	*Years*
William O. Koehler	9-13-15	Office	45
John J. Burke	9-29-15	Gen'l. Supt. E. Walpole Mills	45
Lyman W. Small	9-19-20	Flooring	40
Ernest H. Coleman	9-20-20	Office	40
Mary E. Bannon	9-21-25	Office	35
John J. Keefe	9-24-25	Maintenance	35
Richard T. Seavey	9-28-25	Flooring	35
Ernest A. Ostrom	9-16-35	Roofing	25
John V. Batulevitch	9-19-35	Flooring	25
Stephen F. Cavanaugh	9-19-35	Office Floring	25
William E. Counter	9-25-35	Finishing Mill	25
Arthur L. Holtman	9-17-40	No. 2 Box Shop	20
Bernice F. Woolley	9-10-45	Office	15
Dominic P. Nolfi	9-12-45	Maintenance	15
Arthur J. Chamberlain	9-19-45	Paper Mill	15
Francesco Orlando	9-20-45	Power Plant	15
Ralph R. Clifford	9-24-45	Power Plant	15
Herbert W. Church	9-20-50	Office	10
Frances Fulton	9-1-55	Mill Office	5
Pearl J. Butt	9-6-55	Office	5
Chester S. Albert	9-12-55	Flooring Sales	5
Arthur Vozzella	9-12-55	Flooring	5
John C. Whitecavage	9-12-55	Flooring	5
Camille T. Gervais	9-14-55	Flooring	5
Roland E. Gervais	9-14-55	Flooring	5
Laurent G. Lussier	9-14-55	Flooring	5
Walter Twiraga	9-14-55	Flooring	5
Frank Mazzotta	9-15-55	Flooring	5
Thomas P. Carchedi	9-16-55	Flooring	5
Paul V. Peterson	9-16-55	Flooring	5
Francis J. Prisco	9-22-55	Flooring	5
NEW BRITAIN			
Carolina Liscio	9-21-55		5
CHICAGO			
Edward J. Moore	9-14-25		35
SHREVEPORT			
Robert E. Jones	9-6-45		15
Vivian O. Wilson	9-10-45		15
Richard B. Doiron	9-13-50		10
CHARLESTON			
Floyd H. Billings	9-6-55		5
BERRY ASPHALT COMPANY			
Amy Glennon	9-28-55		5

New Superintendent at Gary Refinery



Meet John M. Lawson, new Superintendent for the Gary, Indiana plant of the Berry Refining Company. Mr. Lawson replaces Oscar M. Olsen, who left at the end of March to move to Houston, Texas.

He holds a Bachelor of Science Degree in architecture from the Kansas State College. After graduating from there, he worked for two years 1936 to 1938 with the Winkler-Koch Engineering Company at Wichita. From 1938 to 1954 he was with the Globe Oil and Refining Company at Lemont, Illinois progressing to the position of Plant Manager. When Pure Oil Company bought this refinery in 1954, he remained as Plant Manager until 1958, leaving then to join Lockport Manufacturing Company at Joliet, Illinois. He was employed there until joining the Berry Refining Company in April 1960.

Mr. and Mrs. Lawson have eight children ranging in age from eighteen months to seventeen years and nicely divided into four boys and four girls.

On high speed expressways, be extra careful when entering and leaving. Allow greater distances for signaling, changing lanes and stopping. For long trips, be on guard against "highway hypnosis." Shift your gaze and stop for refreshment regularly to break the monotony.

Vol. 48
No. 9

The BIRD REVIEW

September
1960

Published for Bird & Son, inc. employees and their families

Employees With Long Safety Records Tell How They Did It

President Wilkins Asks Greater Safety Effort

Shortly after I became president, I called a meeting of all plant superintendents and discussed with them our safety problem. The Bird & Son management has always been interested in the safety of its employees. Continuing that tradition, I asked all plants to make a special drive on safety.

We are still having too many accidents. Individuals suffer, and so do their families, when an accident occurs. Needless suffering and loss of time and wages for the employee and loss of productive work for the company, can, I believe, be greatly reduced. We all will benefit.

Of course, no one has an accident intentionally. Why, then, do we have them? A study of the causes at Bird & Son shows that most accidents happen because people get careless or let their minds wander. When you are working around moving machinery, or lifting, or driving a fork lift truck you can't daydream. I am convinced that safe workers who never, or almost never, have an accident are those workers who keep their minds on what they are doing.

Accidents can happen to anyone. Some of our most serious ones have happened in just one moment of carelessness when some obvious safety rule was disregarded — not intentionally, but thoughtlessly.

I urge every one of you to give more attention to safety. Let's lick this poor accident record. The company will do its part in eliminating unsafe working conditions. I hope you will do your part in putting a stop to unsafe acts. Let's make our future safety record a happy one for all of us.

R. A. Wilkins, President

Nils Lindequist, Floor Covering

Julia Lewis Tells of Thrilling Mid-East Tour

A group of 95 members of the 1960 Tour & Conference in the Middle East, under the sponsorship of the National Association of Federations of Syrian and Lebanese American Clubs, left Idlewild Airport on July 12th for a month's tour of Lebanon, Syria, Egypt, and Jordan. We were guests of the above governments and from the moment of arrival in these respective countries, our itinerary (and a very interesting one it proved to be) was taken care of by them. Guides were assigned to groups of seven people to take care of our every need and answer any questions we might have.

We arrived in **Beirut**, Lebanon on the 13th of July and were welcomed by the government officials at the airport. Incidentally, Beirut has the third largest International airport and at the present time more construction is going on to handle the traffic which passes through this port. The following seven days were spent touring Lebanon, visiting such places as the Cedars of Lebanon situated on Mt. Lebanon about 8000 feet above sea level; some of these trees are over 2000 years old. We also visited the tomb of Gibran K. Gibran, philosopher and poet; the ruins of Baalbek and Tyre; the Sidon terminal of the Tran-Arabian Pipe Line Company, familiarly known as "Tapline" (oil travels through 30-inch pipes from Saudi Arabia to Sidon where it flows into storage tanks and later is loaded on tankers that carry the oil to European and North and South American markets); the National Museum, Byblos (the oldest seaport in the world), and

(continued on page 8)

Nils Lindequist Has Clean Record of 50 Years

It's the accidents, the tragedies and the exciting things that get the headlines. You don't hear much about the hundreds of safety-minded, safe-working men who work year after year without an accident.

But this month we salute these safe workers, wherever they may be — in your plant, your department — perhaps you yourself are one of them. From the many who might have been chosen, we have picked a few whose records are really outstanding. Here's what they say about safety:

NILS LINDEQUIST — You might call Nils the grand-dad of all safe workers — 50 years on the job next month (October 10) and never a lost time accident! After a short time as a messenger and then on finishing at Norwood Roofing, he transferred to clerical work at East Walpole Maintenance. After a period in the tool room and on general maintenance he worked in the pattern shop for 13 years. In 1926 he moved again to Floor Covering and there he has been a skilled block cutter for nearly all of the remaining 34 years.

More Than Luck

In a special statement for the Review, Nils writes: Having been employed by Bird & Son since 1910, and not having a lost time accident can be attributed to many factors. One of these is luck, but it is not luck alone that prevents accidents.

"Common sense must be practiced at all times. Watch the other fellow working with you as well as yourself, or you can be in trouble. Being a poor gambler, I never take chances so that has been in my favor. I also believe in reporting hazards and seeing that they are taken care of.

"I have had my share of minor injuries and some near misses of a major kind. Most accidents can be prevented if everyone does his or her part. Make yourself a committee of one to do your part to prevent accidents. It pays in many ways."

(continued on page 2)

The BIRD REVIEW
Vol. 48 No. 9 September 1960
Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.
Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.
EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser

The Single, Most Important Thing . . .

Unless plans are changed, a new twist in presidential campaigning is coming soon. We refer to the scheduled radio and television debates between candidates Kennedy and Nixon. For the first time the two nominees for the presidency will debate before the whole nation. It is expected that about 70 million people will be listening.

This one approach to the voting public may be the most important one in deciding who will win. In the campaign speeches and in the party platforms of the two conventions, programs were presented that no president and no Congress could live up to 100%. That's typical of conventions.

But in the coming debates, both candidates will weigh their words and not make hasty promises. Too much is at stake. We should get a clearer idea of where the candidates stand than in any previous election campaign.

Vigorous campaigns for seats in Congress and in the various state legislatures will be waged too. You'll hear a lot of oratory, pie-in-the-sky promises and also some good common sense. The problem of every conscientious voter is to distinguish between the oratory and the honest intentions of the candidates.

The papers, TV and radio will constantly urge you to get to the polls and vote in November. We likewise urge you to vote. This is the single most important thing you can do for yourself, your family and your country.

How you vote is strictly your own business. No one can tell you how to mark your ballot. No one will know how you vote unless you tell him.

However, there are some basic principles of government that you should consider as you mark your ballot:

1. "That government governs best which governs least." This truth, first stated many years ago, is still true today. Every time the Federal or State government passes a new law, either your freedom or your pocketbook is affected. Laws which give more power to national and state governments take some freedom away from the individual to make his own decisions. If you go far enough in this direction you arrive at socialism and finally communism.

2. Our Federal and State governments have only one source for the money they spend — taxes which come from you and me. Even the taxes which business pays are part of the cost of the products you and I buy. When legislatures vote for programs that are beyond the ability of our governments to pay, they are not giving you something for nothing. These expensive programs can only result in higher taxes or inflation, or both. There isn't any "somebody else" to pay the government bills. If the government were to take *all* taxable income over $10,000, the extra money wouldn't even pay the *interest* on the national debt.

These are the basic domestic issues. Do we want more government, or less? Do we want more services and programs, which mean higher costs and higher taxes?

The other basic issue, of equal importance, is our foreign policy. Each party has set forth its program. You as a voter will have to decide which, in your opinion, provides the better solution of our extremely complicated international problems.

By our choices at the polls on November 8, we, the American voters, will determine in which direction our domestic and foreign programs will go. Be sure you are there to help make the vitally important decision.

More *HOW THEY DID IT* Stories Coming in the October Issue of the Review

How They Did It

(continued from page 1)

Joseph Watkins, Norwood Roofing

JOSEPH WATKINS, machine tender on No. 9 Roofing Machine for the past ten years, has not had a lost time accident since he started here in 1936. He began his Bird & Son career on No. 1 Machine, but transferred to No. 9 three years later.

Joe, being a leader on his machine, tries to give helpful hints, including safety hints, on the various jobs that may not look hazardous but could very well cause an unfortunate accident. Especially with hot asphalt and coating, along with a moving machine, one must always be on guard.

Joe's perfect safety record, he says, is attributed to the fact that he always follows two safety rules — "always watch the other fellow and think before you act."

Theodore Roosevelt Neuman, Chicago

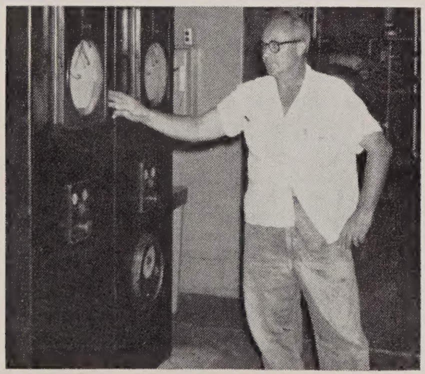
THEODORE ROOSEVELT NEUMAN handles a hazardous job at Chicago and has done it safely for 10 years. The movement of industrial tractors through narrow aisles and congested areas, and in and out of freight cars and trucks can be dangerous. It is no job for the careless or irresponsible driver. When we talk about safe drivers at Chicago, we think at once of Theodore Roosevelt Neuman. He has worked here for 13 years, the last 10 as a tractor driver. And — he has never had an accident while driving his tractor. An exceptional record!

Roosevelt says: "I think the most important thing about safety is to try to figure out the things that cause accidents and then take precautions not to put yourself in the position where an accident is likely to happen."

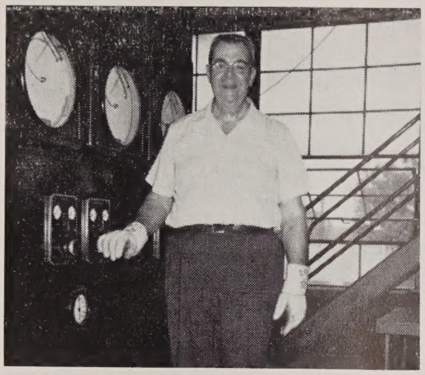
Don't Be Gas Happy

What advice would Roosevelt give to other drivers? "One of the main things in preventing accidents while driving," he says," is not to be gas happy. This is true no matter whether you're driving your own car or your lift truck. Fast driving is not necessary; it causes your vehicle to wear out faster; and it makes accidents more likely to happen."

Theodore Roosevelt Neuman is one of Chicago's safest workers. Says Superintendent Don Frazier: "We are proud of our safe workers and of the contribution they make to the overall performance of our mill. They set an example for others to follow by giving their work that extra something that makes for a job well done — and safely done."


Joseph Maricelli, Shreveport

J. H. MARICELLI started to work at Shreveport in February 1938 as one of our two pick up men. He worked practically every job we have on the roofing machine until November 1950 when he transferred to the Boiler Room. He has never had a lost time accident in over 22 years. Harold recalls a close call in 1941 before he went into service. He was running the old winder that had an attachment to roll up Deadening Felt. Someway his shirt was caught in the dry felt and before he could stop his machine he had a collar where he had a shirt. Maricelli's philosophy on safety is "keep your mind on the job at hand." He feels a lot of people are hurt by day-dreaming or other distractions.


Joseph Betencourt, Phillipsdale

JOSEPH C. BETENCOURT, boiler operator, has the longest service record of any hourly man at Phillipsdale, having started 40 years ago on July 28, 1920. Furthermore he has never had a lost-time accident!

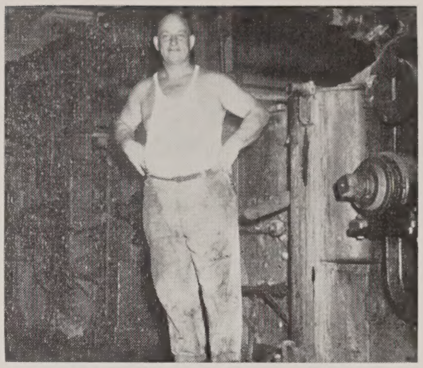
Joe started in the yard where the principal occupation in those days was the unloading of rags. He worked there 25 years, and then became a watchman for six years. In 1951 he became a pumpman in the boiler room, and since 1956 has been a boiler operator. His jobs have included many which were of hazardous nature, but so far he has been able to work safely.

Close Call

Joe tells us that the nearest he ever came to having a lost-time accident was many years ago when a truckload of rags was being unloaded under the, then new, stiff-leg derrick. Rags which had been piled up against the side of a truck fell and knocked him over when the truck moved away. This time he received a scratched face and bruised wrist, but it was not necessary for him to lose any time.

Joe thinks that the company has done excellent work in its safety campaign but realizes that everyone has to be continually thinking safety to be safe. He thinks he has had his share of luck over the years, but on the other hand, he has always tried to be careful.

ARTHUR DODERER, machine tender on No. 5 Paper Machine, has never had a lost time accident in 36 years on the job. All his life he has worked on the paper machines. When he started in September 1924 he was, of course, a fifth hand on No. 5 Machine. After three years of hard work and several promotions he became back tender of No. 2 Machine. He returned in 1938 to No. 5 as machine tender, the job he holds today.


Arthur Doderer, Paper Mill

"What's your advice to anyone who is just starting to work on a paper machine?", we asked Arthur. "How can they achieve a record like yours?"

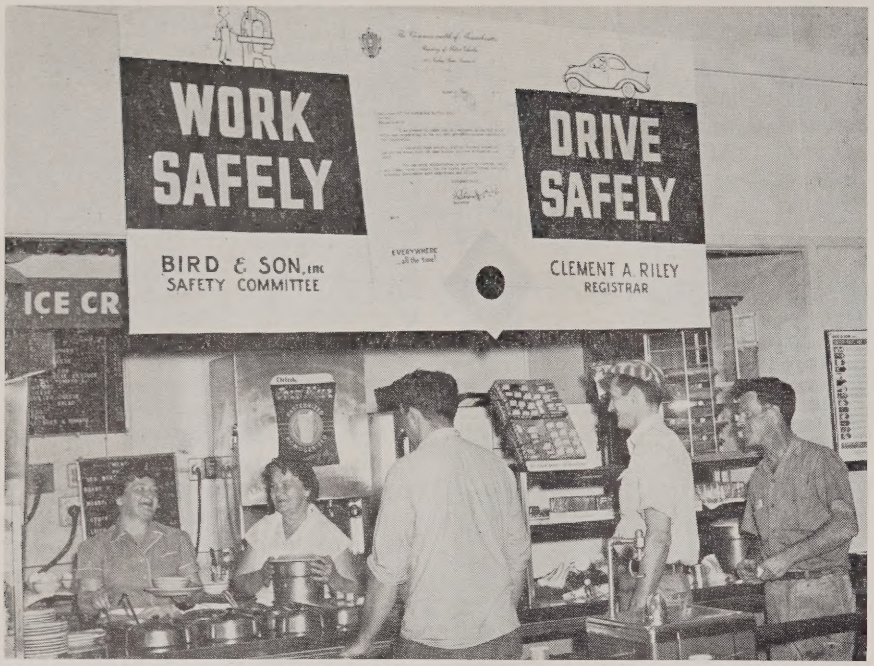
Watch Your Step

"Watch your step," was his reply. "There are plenty of dangerous places on a paper machine but none of them needs to be if you are careful. You can burn your back if you don't watch out when working in the pit under the hot dryers; you can get caught in the nip of a roll or in any other moving part of the machine. But if you watch your step all the time accidents won't happen."

When Arthur first started, his machine tender on No. 5 was John Linnehan, father of John, our East Walpole storekeeper. Later he worked under Frank Massey, then machine tender of No. 2. Arthur remembers well the war years when help was short. Often in those days they had to work long shifts because the machines had to keep running, even if your replacement didn't come in. Arthur recalls that one week he worked over 100 hours. During his 36 years he has seen No. 5 Machine rebuilt twice. When he first came they were turning out four rolls during an eight-hour shift, and the paper broke frequently. Now there are few breaks and a good 8 hours' production is 12 rolls.

WILLIAM J. (BILL) IVATTS, truck and yard supervisor, has an accident-free record going back to May 28, 1918. His first job was driving a two-cylinder Autocar at the Main Mill, hauling ashes from the Boiler Room to

(continued on page 4)



SAFETY SIGN at Norwood Roofing cafeteria shows a letter recently received from Registrar of Motor Vehicles Clement Riley in which he joins the Bird & Son Safety Committee in urging everyone to work safely and drive safely.

How's Business?

(A summary of business conditions in our company, as reported to the Review by the vice-presidents)

In the Building Materials and Paper Divisions the situation is about the same as a month ago. Volume of business in the Roofing division is good. We need more orders in our special paper division to keep all paper machines running full.

Prices are still low on roofing products, although, fortunately we have been able to get better prices for our products in certain sections of the south. The Chicago Plant has been extremely busy in recent weeks. One of our chief competitors discontinued his sales in certain areas of the midwest. The high regard which dealers have for Bird products was shown by the number of these dealers who have chosen the Bird line as a replacement.

An additional style of Bird-Alcoa Aluminum Siding has just been put on the market — a four-inch clapboard pattern. This narrow style of clapboard has a strong appeal, particularly in New England.

The Paper Products Division reports that shoe manufacturing, which was slow in August, is expected to improve and our sales of shoe cartons should improve then, too. A good volume of business, perhaps even some increase, is expected in Paperboard and in Solid and Corrugated Fibre.

The layoff of about 50 men in Floor Covering in August was caused by too much material accumulating in our warehouses. In other words, we had been producing more than we could sell. It is difficult to predict how long the layoff will last, but we shall recall the men just as fast as increased sales indicate that we need the production. Meanwhile we are placing the extra men in other divisions of the company as far as possible.

In Floor Covering, August of 1960 showed an encouraging improvement in sales over August of last year. We have a strong sales and advertising Fall Campaign now under way which accounts for this improvement and which will, we believe, continue to build our business in weeks ahead.

Astrolite Quality Vinyl, a new design, was introduced August 29 to a nation-wide market. It is one of the best designs we have ever had and is selling very well.

Production on a new linoleum product started August 29 — Golden Splendor Para-Flex Inlaid. This represents a really big improvement in quality. It is too early to know how much it will increase our sales, but all who have seen it predict that it will be a very popular product.

How They Did It

(continued)

the filter beds and to what is now the Francis William Park (then a swamp). Then for seven years he drove an Autocar at the Roofing Plant taking coal to the Boiler Room from railroad cars. Bill's recollection of those old trucks is vivid. They had solid rubber tires all 'round and steered like you-know-what, had gas lights for head lights and the windshield wipers had to be operated by hand. Of course you cranked by hand to start them, too.

In 1927 he returned to the East Walpole Truck Department where he continued as a driver until made supervisor in 1955. The quality of the trucks began to improve some years ago. Two cylinders became four cylinders, and pneumatic tires appeared on front. Now the new Fords and the newest International are as comfortable to ride in as any pleasure car — "like riding on a cloud," says Bill. Bill is proud of his 42 years without an accident. What's the secret? "Well, for one thing," he says, "don't get rattled. Keep your head all the time." Easier said than done, but throughout many thousands of miles of driving Bill has done it.

BIRD & SON INC
3
WALPOLE, MASS.
65-572

William Ivatts, Sr., E. Walpole Trucking

MICHAEL MOSES has worked safely at No. 2 Box Shop for 26 years. He worked as a helper and finisher before the War, was in military service from 1942 to 1945 and became a Lid Rotary operator the year after his return. A good, clean work record like his is always a source of pride for his department and plant. Here is what he says about safety:

"Safety, to my way of thinking, is a matter of common sense and following all safety rules. I always make it a habit to look before I touch." A good rule in anybody's safety book, we'd say.

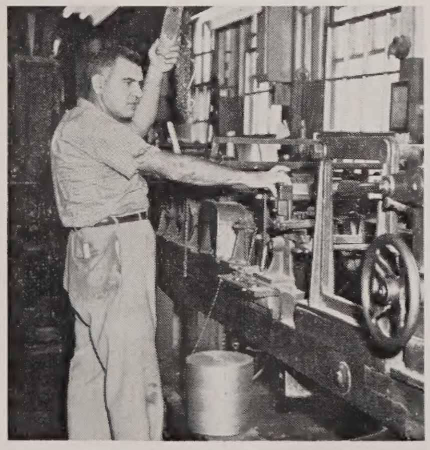
We Have Worked
181
Days Without A
Lost Time Accident
THINK SAFETY · WORK SAFELY

NEW SIGN recently installed at the entrance to the Charleston Plant. Each Monday the figures are brought up to date.

LONG SERVICE LIST

OCTOBER 1960

Name	*Date*	*Department*	*Years*
Nils E. Lindequist	10-10-10	Flooring	50
Sulo E. Salomaa	10- 8-20	Power Plant	40
Charles H. Locke	10-19-20	Maintenance	40
Cyril O. McCue	10- 5-25	Flooring	35
Donald J. Brennan	10-28-40	Maintenance	20
Fulvio P. Corsini	10- 4-45	Flooring	15
Russell H. Webber	10- 9-45	Flooring	15
Royden Y. Barrett	10-22-45	No. 2 Box Shop	15
Carl Peterson	10-22-45	Roofing	15
Joseph P. Mussi	10-22-45	Flooring	15
Gladys M. Eisenhauer	10-24-45	Office	15
Liborio R. Colaneri	10-25-45	Finishing Mill	15
Robert S. Fraser	10-29-45	Flooring	15
Edward Szahun	10- 3-55	Military Service	5
Francis P. Foley	10-10-55	No. 1 Box Shop	5
Richard A. Blake	10-17-55	Flooring	5
Alexander Garner	10-19-55	Office	5
Thomas J. McCarthy	10-19-55	Flooring	5
MANCHESTER			
Ann Masters	10-17-55		5
PHILLIPSDALE			
Andrew F. Oates	10-19-35		25
Joao Gomes	10-30-45		15
Cyril A. Richard	10-10-55		5
Joseph D. Seeley, Jr.	10-11-55		5
Antonio L. Tirocchi	10-11-55		5
John Tameo	10-14-55		5
Robert J. Wotherspoon	10-18-55		5
SHREVEPORT			
Claude W. Ragsdale	10- 4-40		20
Charlie Williams	10- 2-45		15
Clayton Taylor	10-18-50		10
J. D. Pharr	10-24-50		10
William A. Kirlkin, Jr.	10-10-55		5
CHARLESTON			
Hubert C. Hooks	10-17-55		5



Michael Moses, No. 2 Box Shop

TOP OF THE NEWS

MAIN OFFICE

Alice Wenstrom of Stenographic enjoyed a trip to Bermuda at vacation time.

Margaret Forrest is back from a six-weeks tour of Europe. She flew both ways and reports a wonderful trip, visiting England, Scotland, Denmark, Germany, Switzerland, Italy and France.

We extend our sympathy to Mr. and Mrs. John Cowan, roofing salesman, on the recent death of their baby.

Roofing Sales wishes Theresa Freni the best of luck as she enters the University of Massachusetts this month.

In mid-July Lucille Burrow and Edwin Sompayrac from the Shreveport office, Lucille's niece Nell, and a friend, a Mrs. Stewart, stopped to see us while making a vacation tour. Although their time was limited, they did have time to visit the Main Office and take a tour of the Roofing Plant.

One evening Ann Lindsay, Pat MacDonald, Mary Bannon and Carolyn Delaney took them to the Toll House for dinner. The next day, after lunch at the office cafeteria, Joe Erker escorted them to Boston where they enjoyed a sightseeing tour of the city. It was fine to see them. We hope they will come again. Several of us, including the editor, were on vacation and so missed seeing them.

Larry Aherne's many friends wish him the best of luck at his new sales job with Knox, Inc. Larry, who had been suggestion investigator since 1956, left us at the end of August.

Welcome back to Jack McKinney who has returned to the roofing territory in New York which he traveled previously.

Vacations in the Roofing Sales office included trips to New Jersey for Mildred Carlson and Nancy Hurd; a tour of Nova Scotia for Janet Laber; a trip to New York City for Sandy Simonelli; and a vacation on Cape Cod for J. D. Johnston.

Louise Perkins, Dorothy Avanzini and Enola Willette took day trips.

We wish Matty Connolly lots of success in his new post as export manager of the Floor Covering Division. In addition to his work in Industrial Sales, he now has charge of all export sales. He is in contact with such faraway places as New Zealand, Australia, Hawaii, Mexico, Germany and Scotland.

The Stenographic Department recently enjoyed a visit from two former co-workers, Lillian (Pearson) Moberg and Alice (Holmes) Olson.

PAPER MILLS

Ernest "Irish" Oakes, foreman of Stock Transfer, and his family toured Maine, New Hampshire and other New England states.

Night supervisor, Peter Glebus and family spent an enjoyable Marshfield vacation.

Lester Tarbell, superintendent, has returned after a vacation at Lake Winnipesaukee with his family.

We welcome Colleen Sullivan from Sharon. She is working for Mr. Rouillard.

Julia Lewis returned August 22 from a fabulous vacation in the Middle East. See another column in this issue for details.

Sally Parsons, who substituted for Julia and who will attend Fisher Junior College this Fall, won a $400 scholarship from the Massachusetts Scholarship Foundation and another $100 scholarship from the Walpole High School P. T. A.

Earle Quimby is working temporarily at the Turbine Room. The men in the Stock Transfer Department miss him and his jokes.

Arthur Doderer, machine tender at No. 5 Machine, vacationed in Belfast, Maine where the lobster eating was the best. Another part of his vacation was spent fishing at Mann's Pond in Norfolk.

General Superintendent John J. Burke and his wife spent the month of August at their summer home in Falmouth Heights.

Martin Flaherty enjoyed several weeks on the Cape at West Dennis.

Bill Fermano, tractor house mechanic, spent his vacation at Lake Winnipesaukee.

NO. 1 BOX SHOP AND OFFICE

Agnes Hefferan recently returned from a six-weeks trip to Europe where she visited Italy, France, Germany, Ireland and England. One of the outstanding features of her trip was Oberammergau where she attended the Passion Play. This play is produced only at ten-year intervals. She was also fortunate enough to have an audience with Pope John while in Rome. Agnes flew over by jet to Rome and returned on the S.S. Rotterdam.

NO. 2 BOX SHOP

We welcome to No. 2 Box Shop Patricia Sears and hope her stay will be a long and pleasant one.

Amos Dixon is spending his vacation touring through Nova Scotia.

Our sympathy to Gus Smith whose brother Thomas passed away this past month.

We also extend our sympathy to Anthony Montisano whose mother died in August.

NORWOOD ROOFING

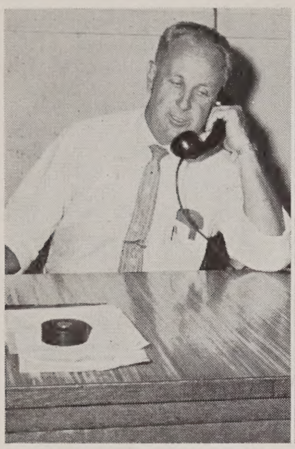
Mr. and Mrs. Edmund Wenstrom and family enjoyed their vacation touring through New Hampshire, Vermont and Maine.

Mr. and Mrs. Edward Carberry and family spent their vacation at Lake George in

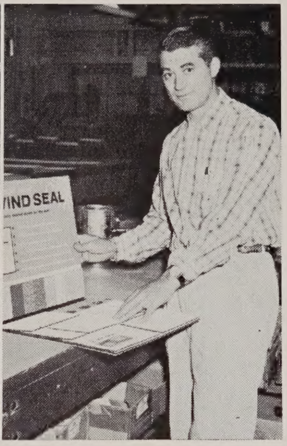
(continued on page 6)

PROUD GRAND-DAD Martin Kane of East Walpole Maintenance is holding his four-months' old twin granddaughters, Patricia and Barbara. The children's parents are Mr. and Mrs. Francis Kane of Norwood. Francis formerly worked at Floor Covering and is now with the State Police at Munson.

WITH OUR 25-YEAR MEN LOOKING BACK TO 1935


Roy Walton

William Janusaitis



Frank Campisano

WILLIAM JANUSAITIS, now works at the Floor Covering Cut Order and Sample Department. Although Bill started at No. 1 Box Shop on August 5, 1935, he soon transferred to Floor Covering. When the Cut Order Department was established in 1936, Bill became one of its original employees. The kind of work the department does, cutting samples and employee orders, is still the same, but the volume has increased over the years. For a long time Bill has served as supervising inspector.

He was on military leave from 1942 to 1946, serving in the Far East where he witnessed the surrender of Japanese planes off Okinawa. Bill lives with his wife and three children on Pleasant Street, Norwood, and looks forward to many more years of service with Bird & Son.

FRANCIS CAMPISANO, started August 22, twenty-five years ago in the Roofing Sample Department, and has progressed right to the top. He has been department foreman since March 1956. Frank remembers that the day he was hired he and Roy Walton were sent down to the Roofing Plant together from the Employment Office. They lost their way, wound up at Floor Covering and had to be redirected.

Stanley Phillips was his first foreman. Stan is now machine foreman at Charleston. "Without a doubt," says Frank, "my most exciting moment in these 25 years was when I was called before the Administrative Committee to receive the $1,500.00 suggestion award for the King Tab Architect Shingle in 1956." A. K. Powers who was then Georgia roofing salesman received a duplicate award at the same time. Mr. and Mrs. Campisano live on Highview St., Norwood, with their daughter, Judith, a senior at Norwood High School. A married son, John, has just graduated from Wentworth Institute with an associate degree in Architectural Engineering. The other daughter, Mrs. William Clark (Jane), lives in Falmouth, Mass.

Frank is a member of the Board of Trustees of the St. George Syrian Orthodox Church, Norwood and a member of the committee that runs the Bird Club Bowling League. Having a large home and considerable land around it, he keeps busy in his spare time with chores at home, especially woodworking.

CHARLES L. (ROY) WALTON likewise remembers the day he and Frank Campisano started out together to report to the Sample Department at the Roofing Plant. From there he progressed to machine inspector, assistant foreman, night foreman, foreman of No. 7 Machine and, since 1951, production manager.

Roy says his most interesting experience came in 1954 when he served as acting superintendent while Bill Wright, the Engineering Department and several foremen were in Charleston building the Charleston Plant. Not only was the local plant operating with a reduced crew of supervisors, but they weathered two hurricanes and the plant's largest fire, where only good sprinkler systems and quick work on the part of the men saved the plant from going up in flames. After the hurricanes production was on a 24-hour day, 7-day week basis which kept everybody hopping. That year the plant shipped the largest tonnage ever — also the highest tonnage in one month — and the record still stands. "This was the year my hair turned gray," says Roy.

If you know anything about school-boy hockey you know that Roy is one of Norwood's most ardent fans. He follows every game, especially in the last few years when his son, David, has been a member of the Norwood team. Roy also likes professional hockey, baseball and football and will defend his favorite teams and players any time you give him half a chance.

Roy lives in Norwood at 25 Bruce Road with his wife, Elin. David will be away this year — a freshman at Bowdoin College. The Waltons spend their summers at their cottage at Agawam Beach, Wareham where Roy has a boat and enjoys fishing and water-skiing during his vacation and on week ends.

Thomas G. Sullivan, appointed Industrial Division Manager last month.

TOP OF THE NEWS

(continued)

upper New York State and on Lake Champlain.

Harold F. Smith, who used to work in the boiler room of the Roofing Plant before entering the service sixteen years ago, is home from Germany for a 30-day furlough. He and his wife Frieda are staying with Harold's sister Julia in Norwood, awaiting orders for reporting, as he has re-enlisted for another three years. Julia works in the accounting department of the Main Office.

Good luck to Peter Deptula, our office boy, who has left to join the Armed Forces.

Welcome to Tom Corey who will take Pete's place at the office.

College students bidding farewell to Bird & Son to return to school include: Peter Carleton, Lehigh; Walter Virginski, Tufts; Charles Hall, Norwich. Best of luck to all of them.

A few of our long distance vacationers included Vito Bevivino and John Strasunskas who traveled to Montreal, and Tony Marzuolo and Fred Vietze who went to California.

John and Josephine Hutchins will hold Open House at the Westwood-Islington Post home on September 18th, celebrating their 25th wedding anniversary.

On August 28th Patsy Alberico flew on an Italian Air Line jet to Rome to visit his 96-year-old mother who lives in the town of Alanno, 75 miles east of Rome.

Mr. and Mrs. John Foley and family spent a month's vacation with relatives in California.

Mr. and Mrs. Larry Marzuolo and family and Mr. and Mrs. Thomas O'Toole and family spent their vacations on the Cape.

Nelson Bartlett and his wife Helen vacationed at their summer home at Moosehead Lake, Maine.

Mr. and Mrs. John Faulkner are spending a month's vacation in his native Nova Scotia.

Other visitors to Nova Scotia are Mr. and Mrs. Gordon Eaton who motored there for a visit.

Richard Storkfelt, chief electrician, with his wife and daughter, took a trip to Los Angeles visiting friends.

Enrico Ranaldi with his wife and children vacationed at their summer resort at Nottingham, New Hampshire.

FLOOR COVERING PLANT

Hubert White, foreman of the Undercoat Department, enjoyed a three weeks' vacation touring the Mid-West and Canada. Stops

---

Contributors

Reporters contributing to this issue include:

JULIA SMITH, JANFT LABER, LOUISA GRAHAM, MILDRED SANBORN, ELSIE AHLANDER, JOHN KALIS, JULIA LEWIS, A. D. SMITH, CATHERINE BRADY, WILLIAM FORD, RUTH PHELAN, JULIUS AUKSTOLIS, MARY DRISCOLL, JOSEPH CARCHEDI, MICHAEL MEOMARTINO, GEORGE GROVER, EDWARD SILVA, DAVID S. LOWRY, ROBERT MACLEOD, ROSE FOX, VIRGINIA O'BRIEN, LUCILLE BURROW, CHARLES COBB, DOROTHY HAWES, ROBERT ZOBEL.

REPORTERS who contributed to the safety stories included: Roofing: Joseph Carchedi; Floor Covering: Nazareno Lori, Dorothy Hawes; No. 1 Box Shop: Miriam Hill; No. 2 Box Shop: Catherine Brady; East Walpole Maintenance: Edward Geraghty; Chicago: Walter Wiggins; Phillipsdale: David Lowry; Shreveport, Frank Markham.

were made in many places including Detroit and Niagara Falls.

Ray Boyden and Alex Morrison both visited Canada on their vacations.

William Jennette of the Yard Crew, who is a past president and trustee of the Fraternal Order of Eagles in Hyde Park, tells us with great pride that one of the members of his Aerie for the past ten years has been Senator John F. Kennedy. Bill and his brothers in the order are naturally very proud that Kennedy has been chosen by the Democratic Party as its candidate in the presidential election.

Richard Ryan and family enjoyed a vacation on Cape Cod.

James Sullivan was another of the many Bird & Son people who visited Canada for a vacation.

Gretna Gibbs of the Plant Office spent her vacation at her family's camp in Plymouth.

CHICAGO

Roswell Dodge drove to Vermont with Mrs. Dodge for his vacation. He says that there is no place like Vermont for a vacation.

Ray Gusick is back at work again. He reports having a fine vacation.

Jimmy Scott retired August 26th. He will make his home in Clinton, Louisiana. All good wishes, Jimmy!

Tony Soltan is preparing for his retirement by moving from the third floor to the first floor. Tony says it is the first time he has moved in 30 years.

Bird's cat had kittens. Jimmy Mix took one of the kittens home. His wife was happy about the kitten and named it "Bertha Bird."

Teddy Moore is on the sick list. Hurry and get well, Teddy.

Levi Hosch was growing some beefsteak tomatoes on the lot next to his home. Every evening Hosch would tend the tomatoes — keep them free of weeds, tying the plants up, etc. Finally, they were ready to eat and Hosch was planning on beefsteak tomatoes with his steak dinner. When Hosch got home from work with the steak all his tomatoes were gone . . . nothing like being in the clean up, eh? Hosch says, "I give up!"

Somebody said: "Now the trouble seems to start with the letter 'C' — Cuba, Castro, Campaigns, Communism, and the Congo. If there is anyone looking for more how about this year's crop of Cranberries?"

Bob MacLeod is back from his vacation with a fine tan.

Ted Volz reports a good vacation with a trip to St. Louis, then a trip to Lake Geneva and some good fishing.

Rose Gorman reports a trip to Lake Geneva on her vacation as well as some time spent here in Chicago — with some exciting ball games as well. (Rose sticks with those White Sox!)

Lillian Foerst is back from her vacation and reports that it was a good one.

CHARLESTON

Mr. MacDonald, maintenance foreman, recently flew to Detroit, Mich., and purchased a lathe. We understand he had quite a problem getting back.

We would like to welcome Clinton Powell to our Maintenance Dept. and hope him the best of luck in his new job.

Jeff Wimberly is back after spending his vacation week repainting his home.

Jim Kinsey is now in the process of building a new home. We understand that Jim is quite an expert at digging wells. Anyone interested in any expert information concerning wells, see Jim.

PHILLIPSDALE

New members of the Phillipsdale Department Safety Committee have been appointed for the last six months of 1960. We are looking to these men, who are listed below, to help improve our safety record. If you have any suggestions please pass them along to them:

DPHT-C: Edward Miller, Aniceto Aparicio.

DPB-P-L: Raymond Nolan, Oresto Conti, Richard Vieira.

DPRE: Leon Eatough, Arthur Turner, Charles Waterman, George Jobin.

DPM: Fred Matthews, Matthew Pino, Antonio Tirocchi.

DPV: Pasquale Cicerelli, Antonio Reis.

DPX: Sven Mollerberg, Carl Soderlund, Manuel Stanzione.

DPI: Robert Wotherspoon, Richard Sullivan.

DPIF: Richard Quinn.

PPL-Insp.: Ted Maddern, Allen Perkins, Karl Blixt.

Watch out, bowlers! Bill Rebello has been practicing all summer bowling at the East Providence Bowling Academy. He says he has to improve his 100 average from last season.

Manuel Oliver's daughter, Patricia, received her three-year temporary vows in the Sisters of Mercy teaching order August 16 at the Cumberland Convent. She will be transferred to Bay View High School in East Providence.

SHREVEPORT

Vacations seem to be the most interesting things to everyone during the summer months. Several interesting places have been visited during the past few weeks.

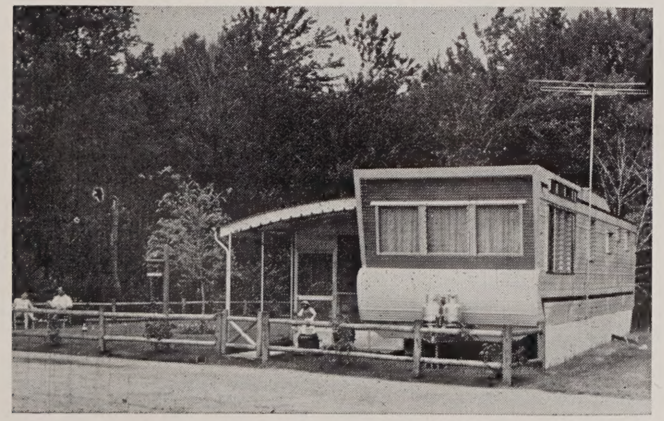
John and Bi Evans motored to Panama City and enjoyed the surf and sand . . . Kavat Loe took his family to Galveston for a few days . . . Dick Doiron and his wife toured the Eastern States and highlighted their trip by a visit to Niagara Falls . . . The R. F. Jenkins' enjoyed the Great Smokie Mountains . . .

Vivian Wilson is in York, Alabama and from the cards received, having a wonderful time . . . Opal Clay planned a nice week's visit with her mother, but found that she was needed more in the hospital where her sister underwent surgery . . .

Edwin Sompayrac, Lucille Burrow, Lucille's niece, Nell Perryman, and a neighbor, Mrs. Stuart, had a wonderful two weeks touring the Eastern States AND visiting other Bird Plants. They certainly were treated royally at both Charleston and East Walpole and enjoyed the trip immensely. It was wonderful to see old friends again, and also see the home office.

The Little League team of Jerry McNeill, son of N. R. McNeill and Mrs. McNeill, won the League Championship for the Broadmoor Baptist Church and the entire group went to Kansas City to see the Yankees play Kansas City Athletics. They rooted for the Yankees and were very happy that they won 16 to 4.

HOME, SWEET HOME for the Nemus Cianfaranis is this modern mobile home attractively placed in a woodsy setting at MacDonald Home Estates in North Attleboro. Not only is it cosy and comfortable, but it is very easy on the budget and on cleaning. Yes, that's a Bird Linoleum Tile Floor, Speckle pattern. The home was custom made by Marlette Mobile Homes and is 50 feet by 10 feet. Nemus works at Floor Covering Finishing Dept.



Middle East Tour

(continued from page 1)

many other places of interest.

On the 21st of July we flew to **Cairo**, Egypt, and were really overwhelmed by the reception given us at the airport. Our guides, during our stay in Egypt, were students from the University of Cairo. A few of the points of interest visited were the National Museum, the Suez Canal, including Port Said and Fort Fouad, The Youth Center at Geizira, The Mohamed Aly Mosque, The Pyramids, the City of Alexandria, and the Gaza Strip. We were tendered many luncheons and dinners by the various government officials and local organizations at the various clubs in Cairo and Alexandria. We were on the go from 8:00 in the morning until the wee hours of the next. It was no wonder they decided to give us a day at the Hanaville Hotel situated on the Mediterranean Sea about a 10-minute ride from Alexandria.

It seems our group arrived in Egypt just in time to view a few "firsts." The day we arrived was the first day television was being viewed; we attended the opening of the Youth Stadium where 80,000 people witnessed a program put on by the young people of Egypt; the first bicycles and cars manufactured in Egypt were displayed. We were a guest of President Nasser at a tea and also guests of the American Ambassador and Mrs. Rheinhardt at a cocktail party.

On July 30th we departed for a **four-day trip through Syria,** visiting the cities of Aleppo, Latakieh, Homs and Damascus. One of the points of interest was our visit to the Convent of Saydanaya (an orphanage for girls) where we viewed icons of the Virgin Mary and many other saints which dated back to the 6th century. Another historical site was the Citadel of Al-Hessin. Both the convent and citadel are situated on the top of a mountain and the rides up and down were real thrillers.

The seven-hour ride from Damascus to Jerusalem was one I shall not forget in a hurry. The heat was terrible and the country flat and dry. We ran into a couple of spontaneous sand storms and once we didn't get the windows closed in time so you can imagine how dirty we got. We were guests of the Governor of Amman for luncheon and then were taken to the palace to meet King Hussein of Jordan. Our visit with the king was an enjoyable one. The king has a very good sense of humor. We Americans like to ask questions and he enjoyed answering them. Our four days in Jerusalem were spent visiting historical sites, such as Bethlehem, Old Jerusalem, Jericho, etc. Last but not least was the Dead Sea. An evening dinner and swimming party were arranged for us. We arrived at the Dead Sea Hotel at 9:30 p.m. and it was *hot.* (This area is 1300 feet below sea level.) Before going in the water we were cautioned about splashing around and getting the water in our eyes. The salt and mineral content of the sea is so strong that it could prove harmful; so, all we did was float and no matter how hard you try you CANNOT sink.

On August 8th we flew back to Beirut and were on our own until August 16th. I spent the first two days resting up at a cousin's chalet on the Mediterranean and then went on day trips visiting in the small villages. My girl friend, Rose Joseph, and I visited relatives and the birthplaces of our parents. Surprising as it may seem, there were people still there who remembered our parents.

—JULIA LEWIS

IN JORDAN WITH KING HUSSEIN. Julia Lewis of the Paper Mill Office spent six weeks in the summer visiting the Middle East. One of the high-lights was a day in the city of Amman and a personal visit with the king. Julia is at the right. Standing next to the king is Julia's friend from Norwood, Rose Joseph.

Recent Deaths

THOMAS A. SMITH, 62, died at the Norwood Hospital on August 9. He had been actively employed on the No. 9 Roofing Machine since February 23, 1921, first as an inspector and for the last 14 years as a shingle cutter. He is survived by his wife, Teresa, three sons, George S. of California, Thomas A., Jr. of New Jersey, Kenneth H. of Norwood, and a daughter, Mrs. Anne Perry of Readville. His mother, Mrs. Mary Smith of East Walpole, is also living, as are four brothers, Edmund of Franklin, Victor, Augustus and Irving of East Walpole. Anna works in Fibre Box Sales and Augustus at No. 2 Box Shop. A requeim High Mass was held at St. Catherine's Church on August 12. Burial was at Highland Cemetery.

JESSE R. GHEN, retired, of Lochmere, New Hampshire, died at a hospital in Laconia, N. H., on August 25 at the age of 85. Mr. Ghen had retired in April, 1946 after a life-time of service at our Norwood Floor Covering Plant. Starting at the Floor Covering Maintenance Department in January, 1920, he became foreman in the department after about a year. In October, 1921 he became foreman of the Paint Mixing Department, then for a short time was in charge of the Undercoat Department. After a period as foreman of the combined Paint Mixing and Oil Boiling Department, he was made foreman of the Oil Boiling and Resin Department in 1938. This job he held until his retirement in March, 1946. He moved to Lochmere, New Hampshire at this time. He and Mrs. Ghen and a daughter, Martha, have since lived in their attractive country home in this small village not far from Laconia. Funeral services were held Sunday, August 28 at the Shepard Funeral Home in Tilton.

Suggestion Awards

In August Leonard Audet, DPP and Joseph Ralkavich, FXR, each received an additional award of $20.00 for having had five accepted suggestions.

Regular Awards

L. Audet, DPP	$20	G. Wise, FXF	$25
D. Gillis, FBPM5	20	R. DeLuca, FFF	5
P. Gordon, DPP	20	D. Devine, FXV2	5
R. Guilmain, FFDA	20	J. Finningham, FFN	15
R. LaFleur, FFDA	20	V. Fornaro, FFF	5
G. LeFebvre, FFF	20	W. Gecawich, DPP	5
L. Mastropieri, FFT	20	L. LaGrandeur, DPP	5
E. Mucinskas, FBV	20	J. McDonough, FFG	5
D. Parkinson, FXR	20	A. C. Rafuse, FFG	5
T. Pierce, FBN	20	J. Ralkavich, FXR	5
M. Pino, DPM	20	F. Shumski, FFG	5
H. Pratt, FBF	20	M. Uradnick, FFF	5
R. Swanson, FFG	20	F. Wiberg, FFG	5
H. Warnick, FBV	20	R. Wotherspoon, DPI	5

BIRD CLUB NEWS

REHEARSALS of the Neponset Choral Society started September 19 at Bird Hall. It's not too late to join this singing group which is preparing to perform Mendelssohn's "St. Paul" on December 11. No voice trials are necessary. So, if you like to sing and can attend the rehearsals, come around next Monday at 8:00 P.M. at Bird Hall . . .

GIRLS' GOLF season has ended. A Scotch Foursome, the men being invited by the ladies, was held September 15 at Cedar Hill. The results of this play and the final season results will be announced later.

MEN'S GOLF ended on September 6. The second half of the tournament was climaxed with a three-way tie for low net with Norman Greene, Gus Ellison and Jack Reddick tieing at 32. Norm Greene also won the low gross with a 37. Since only one prize can be won, Norm took low gross and Reddick and Ellison cut for first low net, Gus Ellison winning. Third low net went to Francis Brown with a 33. Fourth was tied up between Ralph Surrette and Larry Griffin, Surrette winning the cut for the prize.

Team standings had Capt. Greene's team in first place with Capt. Bader second, MacIntyre third and McDougall coming fast in last place. Your committee thanks you for your sportsmanship, and signs off.

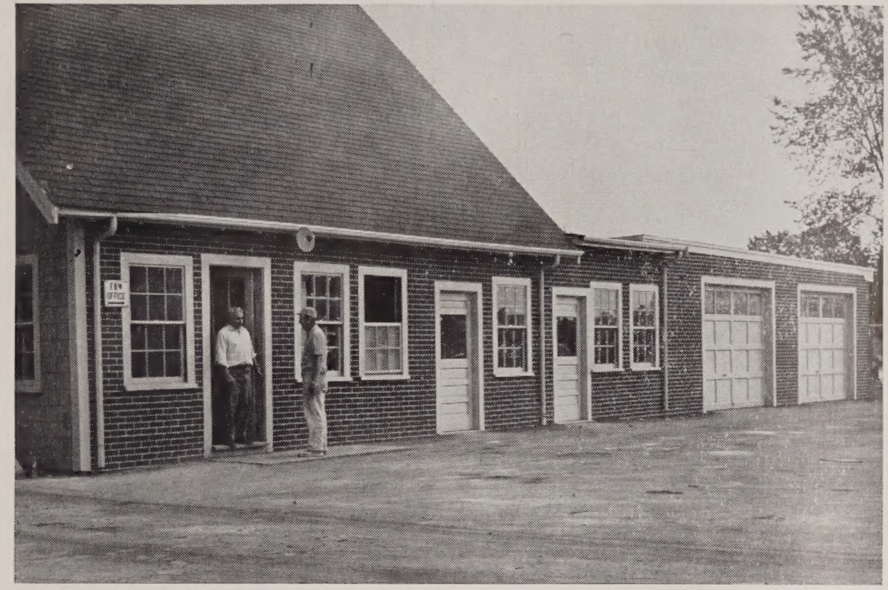
Roland Peterson, *Chairman*

Vol. 48
No. 10

The BIRD REVIEW

October
1960

Published for Bird & Son, inc. employees and their families



BRIGHT NEW QUARTERS for the Norwood Granule Plant office. Assistant Foreman, Andrew Betro, greets Eldon Carlson at the doorway to the new office. To the right are a storeroom, a new laboratory for production control and a two-truck garage. In the rear of the building are the locker room and tiled toilet and showers.

New Layout at Main Hospital for Better Service to Employees

Just a few finishing touches remain to be done at the new wing of the Main Hospital in East Walpole. When the Employment Office moved to the new Main Office in 1958, the Hospital took over the vacant space on the ground floor of the Triangle Building. Now that area has been remodeled to

(continued on page 2)

Sunday Supplement Ads

Watch for the full-color ads of Bird Quality Vinyl Floor Coverings which will appear October 23 and November 13 in American Weekly.

These ads will catch the eyes of a tremendous number of readers in 29 big city areas across the country. Included in the list are the Boston Sunday Advertiser, the New York Daily News, The Chicago American and the Chicago Tribune (on November 6).

Something New

Bird Club Sponsors Training in Yoga

Classes in yoga are now being held every Thursday evening at Bird School in East Walpole with Mrs. Ann White of East Walpole as instructor.

What is yoga? What will it do for you?

According to Mr. Joe David Brown, who wrote an article in the January 25, 1960 issue of Sports Illustrated, yoga is an ancient system of psychotherapy. The fundamental principles of yoga were written some 2000 years ago and may have been practiced for as long as 6000 years. The true yogi uses yoga as an asthetic and athletic discipline to control his appetites and passion in order to achieve oneness with the Supreme Reality. There are five methods of yoga but the one which is taught in the West is a simple and modified form of Hatha yoga.

The first stage of Hatha yoga is relaxation as taught in basic posture poses. Beginners are first taught how to loosen up and relax their muscles.

The second stage takes up breath control — deep, diaphragm-controlled breathing.

The third stage, nerve control, is perhaps the most helpful to Westerners. Yoga

(continued on page 8)

Larger Quarters at Norwood Granule Plant for Office, Lab, Locker Room

As the picture shows, the office and driveway at the Norwood Roofing Granule Plant now have a new look. There's a welcome hard-top driveway and entrance, replacing the old dirt and gravel. There's an extension on the office, a new two-tractor garage and a new locker room.

Door No. 1, where Andy Betro is standing, leads to the new office behind the windows at the right of the door. Back of Andy is the old office, now the scale room, which contains the recording instruments for the scales which weigh in the loads of rock.

The second door leads to a new storeroom where supplies and spare parts are kept.

Door No. 3 is the entrance to a new laboratory which by the time you read this will be in business. This will be used regularly to conduct the necessary tests which control the quality of production in this plant.

The new locker room and tiled toilet and shower room is at the rear of the building.

The garage is large enough to house two tractors and two trucks. Electric motors will be stored here and there is room to make emergency repairs to tractors and trucks when necessary.

Widow of Thomas Smith Presented Check For $100

A special award of $100 was made posthumously to Thomas A. Smith of Norwood Roofing Plant, who died August 9th. Last month Superintendent W. R. Wright and Director of Personnel and Industrial Relations John J. Murphy called on Tom's widow, Teresa, and presented the check to her.

During his lifetime Tom received more than 25 suggestion awards, most of them on practical ideas for improvements on No. 1 Machine where he worked so many years. He won the Best Suggestion of the Year award in 1957 and the Second Best in 1936. He kept the suggestions coming in, right

(continued on page 8)

The BIRD REVIEW
Vol. 48 No. 10 October 1960

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor JOHN J. MURPHY, Adviser

How and Why We are Reducing Costs

You may have noticed some recent changes in the way supplies are purchased for your department — or a difference in some of the supplies we work with, such as pails or roofing wrappers.

All of the changes are part of an all-out effort to reduce unnecessary expenses, or find less expensive ways of doing the job. Every company tries to do this all the time, of course, but our management has made an extra effort to search out savings in the last few months.

For instance;

By using lighter gauge metal pails for handling asphalt coating the saving at Shreveport alone is $7,700 a year.

Receiving latex shipments by tank truck instead of in drums is saving nearly $7,000.

We have found a new and less expensive source for our coating clay.

We are buying lighter weight wrappers for our roll roofing at a considerable saving but without reducing the quality of the finished package.

We are making real progress in reducing our telephone bill, which last year came to $250,000. Those who make long distance calls or who use the telephone frequently are engaged in a drive to keep the conversations short, to the point. Minutes saved soon amount to total savings of thousands of dollars.

Our salesmen and executives are now using air coach instead of first class if possible when travelling by plane.

Large savings are resulting from reductions in inventories — including supplies of raw materials, spare machine parts, office supplies and finished products. Treasurer Warren Anderson puts it this way:

"For every $100,000 reduction in these materials and supplies in storage we save $100 a week on interest charges which we would otherwise have to pay on money borrowed to pay for these items."

Savings have been made by rearranging the work load, combining jobs and transferring people to what management considers more profitable and essential work. This has meant changes and adjustments which have sometimes been difficult, but the results are paying off.

Why this special drive on cutting costs? In the first place, it is common sense to save, not waste, time and materials.

Secondly, we, like many other manufacturers in 1960, are caught between rising costs (of raw materials, wage and salaries) and pressures from the buying public to hold prices level or even reduce them. The Wall Street Journal reports that many companies have the same problem, and lists such firms as: Westinghouse, Pan American Airlines, Eastern Airlines, Alcoa, Kresge, Swank and Crown Zellerbach (a paper company in San Francisco).

"Wasted efforts and materials are lost to everyone," states President Wilkins. "But when they are saved they help us all — employees, customers and stockholders. **I urge everyone to think and contribute his ideas.** This is not just a program for management, but one where all can help."

"Use the suggestion system. If you get an idea that you think will make your job more efficient or save in time or materials, put it in. The kind of suggestion that is usually most valuable is the one which can be applied over and over again. **If just a little is saved on each item, but 100,000 of the items are made in a year, the savings may be tremendous.** Many practical and worthwhile ideas have received awards up to $1,000 or more in the past. **Your idea may be one of the big ones of the future.** If you are successful you will not only help the company but yourself and your family as well."

READ–
LISTEN–
KNOW YOUR
CANDIDATES
VOTE
NOVEMBER 8, 1960

Contributors

Reporters contributing to the news in this issue include: MARY DRISCOLL, NAZARENO LORI, MIRIAM HILL, CATHERINE BRADY, JULIUS AUKSTOLIS, JOSEPH CARCHEDI, RUTH PHELAN, MICHAEL MEOMARTINO, GEORGE GROVER, MARGARET KEENAN, EDWARD SILVA, ALFRED FURLONG, EDWARD GERAGHTY, JAMES BARNES, AGNES FRASER, A. D. SMITH, WILLIAM FORD, LOUISA GRAHAM, CAROL BRIERE, JANET LABER, JULIA LEWIS, DAVID LOWRY, MANUEL OLIVER, RAY NOLAN, ROBERT ZOBEL, JOHN EVANS, LUCILLE BURROW, FRANK MARKHAM, ROSE FOX, VIRGINIA O'BRIEN, MARY MOYLAN, MOSES BADER, JOHN MEDAILLEU, BERNICE WOOLLEY, ROLAND PETERSON, JOAN WALMSLEY, HELEN LANE.

Changes at Hospital

(continued from page 1)

provide excellent facilities for treatment of employees and for physical examinations.

There is a reception area as you enter the center door of the building, with the nurse's office to the left and an office for Dr. Bourke at the right. In the right wing of the building, where the Employment Office was once located, are now a fully-equipped X-ray room with a lead-lined booth for the operator, a dark room for developing the X-rays and an extra room for examining or treating patients.

The stairway to the second floor has been relocated just to the left of the main door, along the wall. There is a patient's toilet and nurse's laboratory where the stairs used to be, and on the floor above a storeroom for supplies.

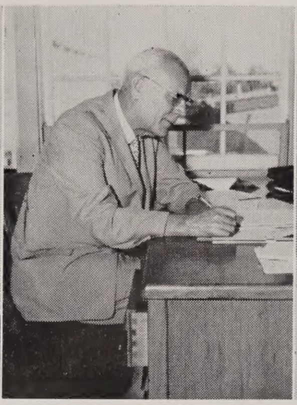
Partitions have been removed in the old hospital area in the left wing of the building. The two examining rooms in this section remain unchanged, except for a new coat of paint; at the far left, where the nurse's desk was once located, will be a new room for minor surgery.

All these changes relieve the former crowded conditions and provide the room and facilities for more efficient handling of patients and records.

When the job is complete we'll publish pictures of it.

Four More Men Reach Twenty-Five Year Mark

Ernest Ostrom


Stephen Cavanaugh

John Batulevich

William Counter

ERNEST OSTROM, quality control inspector at Norwood Roofing, began his Bird & Son career on No. 1 Roofing Machine September 16, 1935. He later transferred to No. 7 Machine where he became machine tender. About a year and a half ago he moved to his present assignment on inspection.

Ernie remembers his first boss well — Howard Everett who was very well liked as No. 1 Machine foreman for many years. Ernie, too, got lost on his first day of work, wound up at the Floor Covering, and had to be directed back to Roofing, just like Frank Campisano and Roy Walton had done the month before. (Guess the employment manager didn't give very good directions.)

At his home at 428 Walpole St. in Norwood Ernie spends his spare time repairing watches. This is a hobby he has enjoyed for many years. He's an expert at it, as many Bird employees can testify.

STEPHEN CAVANAUGH's first day with Bird & Son was September 19th, 25 years ago. Although he had training at Burdett College and some previous experience in clerical work, it was rough finding any work at all in that depression year. Steve gladly accepted work as a truckman or helper in the Floor Covering Shipping Department. Believe it or not the starting rate in those days was 40¢ an hour — but then you could buy a suit of clothes for $25.00 or less, and cigarettes were 11¢ a pack.

It wasn't long before Steve had a chance to put his schooling to use, for he was made a production clerk in the department in March of the next year. From this job he entered the service in February, 1943. After officer training he became an administrative officer in the U.S. Army Air Force, saw active service in the South Pacific where he won a bronze star in the Philippine campaign. At the time he returned to civilian life in August, 1946, he held the rank of Captain.

For the next 7 years he was a production clerk at the Floor Covering office, also doing some planning and in 1953 became production and planning supervisor. Since 1956 he has been in charge of production planning and has had supervision of the Shipping Department and Storeroom.

Steve says there have been two highlights in his career — one, his experiences in the South Pacific, the other his part in helping establish 16/4 production at the plant.

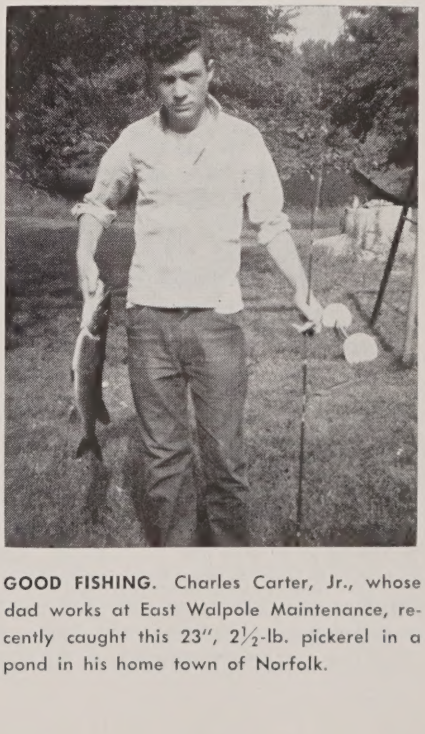
He and his wife, Nan, live at 12 Calvert Road in East Walpole. She is supervisor of school nurses in Westwood.

JOHN BATULEVICH started the same day as Steve Cavanaugh on the same work in the same department — truckman at Floor Covering Shipping. He, too, went into military service, in October 1943, serving in the U.S. Navy as a Storekeeper until his discharge in February, 1946. John's whole Bird & Son career has been in Floor Covering Shipping where he has held several different jobs including tractor driver, checker, raw stock gang boss, and now 16/4 man.

Mr. and Mrs. Batulevich live at 29 Hanson Ave., Walpole with their eleven-year-old son, Paul, who is in the 6th grade.

WILLIAM COUNTER started September 25, 1935 as operator of the sheet cutter in the Finishing Department of the Paper Mill. During his 25 years of service he has operated every machine in the department. He is now the operator of the Pressboard Combiner where his contribution to his job, through a usable suggestion, was rewarded with a $20 award last spring.

Bill recently moved from North Attleboro where he lived with his wife and daughter in a trailer camp. They now reside in an apartment in Foxboro. He spent part of his vacation in Maine visiting his daughter and occasionally takes trips over the week end to visit her. Bill looks forward to many more happy years working for Bird & Son.


GOOD FISHING. Charles Carter, Jr., whose dad works at East Walpole Maintenance, recently caught this 23″, 2½-lb. pickerel in a pond in his home town of Norfolk.

More Remarkable Safety Records

(concluding the account started in last month's Review of Bird workers who have achieved long no-accident records)

Elton Hamilton, Floor Covering, being interviewed by Reporter Nazareno Lori.

ELTON HAMILTON, Finishing Room, Floor Covering Plant, has worked here for 40 years without a lost time accident. Starting in April 1920 he worked for 39 years on the flat bed presses, most of the time as machine tender. The last year he has been working as a header in the Finishing Room.

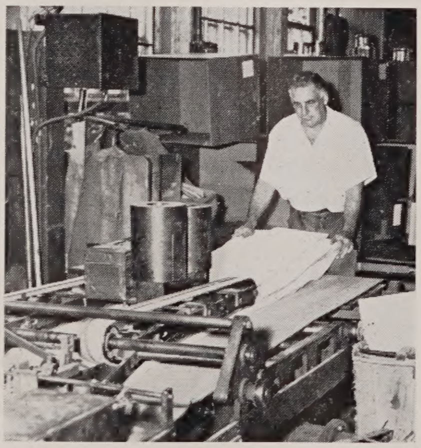
Elton says, "The best way to keep away from accidents is to keep your eyes open and obey the safety rules of the company."

Like most every one, Elton says he has had a few close calls. One that he remembers well happened in 1924. There was a "choke" in a print block, and he got under the block to get it out. On the old print machines the blocks were suspended just above the sheet until put in motion by cams at the proper moment for printing. Each block was 18 in. by 6 ft. or 9 ft. There was just enough space for Hamilton to work under the block to remove the dirt or choke. The motor was on, the wood in the clutch let go and the machine started up. He just rolled out in time before the block came down where he had been a few seconds before. From then on he made sure the motor was off before making any repairs.

JOHN W. HUNTER has worked in No. 1 Box Shop Shipping Department since 1928 without a lost-time accident — a remarkable record in the kind of a department where accidents can easily happen if you are not careful. He started as a helper, then became a checker, and since last July has been a supervisor. In talking with him we find that he doesn't remember having a close shave as far as an accident goes; he contributes his safety record to a lot of luck and considers himself very fortunate.

John Hunter, No. 1 Box Shop

Of course, there's more to it than that, as John Hunter himself admits on further questioning. The No. 1 Box Shop Shipping Department has many accident hazards. Two of the worst are constantly-moving tractors and unpredictable iron skids. You have to keep an eye out for the tractors at all times. As for the skids, when stacking them empty by hand it is awfully easy to jam your hand and get a bad bruise, if not worse. So the fact is that Hunter has learned how to live safely with his job and has achieved this outstanding record over the past 32 years.



Victor Taggart, No. 2 Box Shop

VICTOR TAGGART, operator of the Two-Color Miehle Press at No. 2 Box Shop, has worked at the Box Shop for 32 years without a lost-time accident and has been a press operator since 1934. In a statement for the Review he gives some safety hints learned from his wide experience:

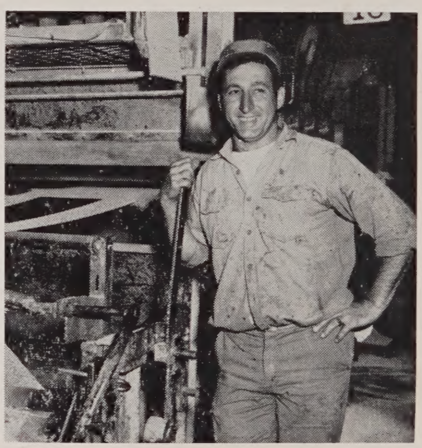
"Having spent most of my years in the Shoe Cartons Department on machines, I firmly believe that safety is one of the most important cogs in the wheels of any man's job. I am now serving my third session on the Safety Committee. I might express a few Safety Hints:

"1. Take a second look before starting any operation.

"2. On any multiple-crew machine the all-clear signal should be given by the operator, or any crew member instructed with the starting of the operation, so that any worker may prepare himself before the machine starts.

"3. Under no condition should a machine be in operation while any repairs are being made.

"In this day of high speed automatic machines, change of personnel and keen competition, safety *demands* more attention and cooperation than in any previous period of time."



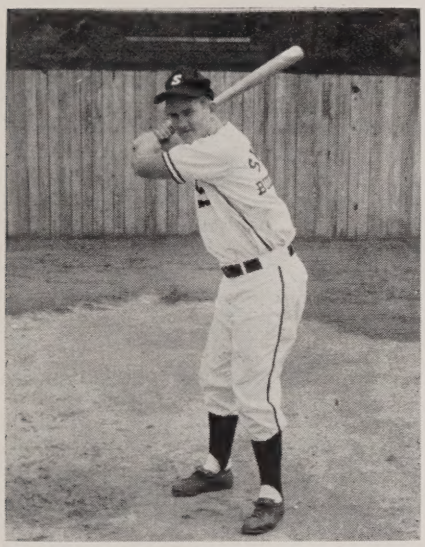
John Famolle, Norwood Roofing

JOHN FAMOLLE started to work on No. 1 Shingle Machine in May 1946. He still is on that machine, although he has worked for short periods on No. 5 and 9 machines.

John's long no-accident record is due in some measure to the fact that he is keenly aware of unsafe conditions and hazards on the machine. He promptly reports these to his foreman. He believes in being alert while on the job.

Although he hasn't had any close calls, his alertness once saved a man's fingers from going into the squeeze rolls by pulling the man's hand away in the nick of time.

A most important safety precaution, he said, is to keep your sleeves rolled down while working around the saturator and coating sections to avoid getting burned. John is proud of his long record without a lost time accident. He has never had one in all his fourteen years with the company.



PHILIP JOHNSON, JR., Shreveport's phenomenal hitter in the Junior League.

High School Junior Has .622 Batting Average

Phil Johnson, Jr., son of FSPM-1 Day Shift Foreman, and outstanding athlete, was featured in the SHREVEPORT TIMES, by Jim Dawson, Times sports writer, for his performance this year. Phil, a member of the state's finest high school baseball team, was a top performer in Shreveport's American Legion junior baseball City League this summer.

A husky catcher, he hit a mere .212 for Fair Park High School's uncrowned state champions, but won the City League batting championship with a phenomenal .622 average. Phil will be a junior at Fair Park this fall.

Johnson's superb hitting helped make Swede's Builders the best hitting team in the City League race. The Builders finished the regular season with a .260 team batting average. Jimmy Williams, first baseman for Jett Drillers, hit a resounding .525, yet finished almost 100 percentage points behind Phil's fantastic pace.

Says Phil, Sr., proudly, "I taught him everything he knows!"

—LUCILLE BURROW

TOP OF THE NEWS

MAIN OFFICE

Mildred Carlson's son, Arthur, was recently installed as Master Councilor, King Arthur Chapter of the DeMolay of Norwood. Arty is currently a student at the Franklin Technical Institute in Boston.

We were sorry to say goodby to Ann Mollenkamp of Stenographic when she recently moved away to live closer to her husband's new job in Wakefield.

The best of luck is wished Patty McQuaid and Maryann Alukonis as they start their first semester of night school at Burdett College.

Good luck to Alex Garner who is now living in California and serving as our sales representative in California, Arizona and Nevada.

Alice Campbell's son, Larry, has started classes at Boston College.

Arthur Plummer has moved from Medford to the Harborwood section of Franklin. We wish him, his wife, Nancy, and their three children the best of luck in their new home.

Congratulations are extended to Marianne Bamford on her marriage August 20th to Richard Howland of Allston. The couple is now living in Norwood.

Maryann Alukonis recently spent a two weeks' vacation in sunny California, where she saw several points of interest including Beverly Hills, Hollywood and Disneyland.

At the Sixth Annual United States Golf Association Seniors' Tournament held at Oyster Harbors Club the week of September 19, silver medals were awarded to eight players out of 128 entries from all over the country. Lou Harriman of Roofing Sales won one of these medals for being runner-up in the second flight. Congratulations Lou!

PAPER MILL

Perley Mudgett and Al Gilmore found out that there was a lot to do on the Cape during their vacation. When they weren't basking in the sun at Harwichport they were exploring the many interesting spots the Cape has to offer. A day at Martha's Vineyard proved very enjoyable.

We are sorry to hear of the illness of Frank Nyborn but hope that he will be feeling much better soon.

John Burke came back from his vacation with a nice tan he picked up at Falmouth.

NO. 1 BOX SHOP

We extend congratulations and best wishes to Helen Baggs and Dominick Paione who were married on October 8, and who are now living in Revere. Helen works in the Corrugated Finishing Department.

NO. 2 BOX SHOP

Edgar Bigelow and his wife spent their vacation stopping at different places in Nova Scotia.

Charles Ricker also took a trip to Springhill, Nova Scotia to see his mother.

It is nice to see John Olson with us again after a long illness.

MAINTENANCE

Bob Ivatts is a proud dad for the second time. This time it's a boy, Robert, Jr.

Peter Daly has shown the way for future golfers of the machine shop. He took first prize in the Scotch Foursome recently at Cedar Hill.

Gardner Stevens also became a proud dad recently — the boy's name is Lawrence Russell.

Bill Ivatts and Jim Barnes recommend Washington, D.C. to anyone looking for a very interesting spot for a vacation.

(continued on page 6)

The Business Outlook in Our Three Divisions

(A summary of business conditions, as reported to the Review by our Vice Presidents)

Hurricane Donna, beating its way from the Florida Keys to Canada, caused much damage to buildings all along the eastern seaboard. This has brought heavier-than-usual orders to our plants at Charleston and Norwood. Chicago and Shreveport sales have also held up very well, giving us a total volume at all roofing plants that will compare favorably with previous years.

Because of plans made a long time ago in our Sales Promotion Department, we were ready to move fast with special newspaper and TV advertising on Wind Seal Shingles as soon as Hurricane Donna struck. We concentrated these ads where the damage was most severe, with special TV coverage at the Orlando, Florida stations. We hope this will lead to increased sales of Bird Wind Seal shingles in the damaged areas where roofs are being repaired.

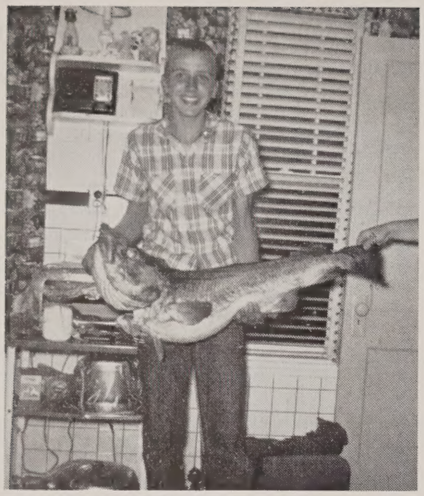
Floor Covering business, although better in volume than a year ago, is not yet at satisfactory levels. We need more than just Quality Vinyl to carry our sales — and we expect to get this needed increase from the new Para-Flex Inlaid Linoleum which is being introduced nationally the week of October 3. Light weight gauge will come out first, then standard gauge several weeks later. We are hopeful that this new Linoleum will add both to our volume and our profits.

At the mill, we still need further improvement to reach satisfactory manufacturing operations.

Our Fall advertising and sales promotion campaign on Quality Vinyl has gone well. Sales of our standard goods are better than in any period for the past two years. Another pattern has just been added to the Quality Vinyl line which we hope will help our sales.

Instead of the upswing which many people expected in business this fall, the pattern so far has been a side-wise movement. As usual, our Paper Products Division reflects the general business picture, but because of our many different paper products we expect fairly good business in the last quarter of the year.

The Shoe Industry is still slow but expected to improve promptly. Corrugated and Solid Fibre and other Paperboard items will, as we have said, quickly reflect any general improvement in the businesses which use our products to package their products. Competition is keen and will remain so.



RONALD STRAVINSKI, 14-year-old son of Bernard Stravinski, No. 1 Box Shop, caught this whopping 34½-lb. cod off Chatham last July. Ronald, who has ambitions to be a science teacher, is a good athlete. He likes swimming and hockey and plays center field for the Athletes in Norwood's Babe Ruth League.

TOP OF THE NEWS

(continued)

Walter Downs and his wife also had an enjoyable vacation in Washington.

Pete Bethel is looking more like an engineer every day, with blueprints and contracts sticking out of all pockets. Pete is building his own private "motel" on Walnut Avenue, Norwood.

Good luck to Don Brennan in the cattle business. Don says in three years he will be the biggest cattle man on Vinegar Hill. (Present stock — one calf.)

Goodbye and good luck to Mike Kelliher who leaves the Storeroom for a job at Minneapolis-Honeywell.

NORWOOD ROOFING

Nancy Nado has registered at the Mt. Auburn Hospital School of Nursing in Cambridge. She is the daughter of Tony Nado of No. 1 Machine.

Mr. and Mrs. Dick Arling spent their vacation touring Lake George, the Adirondacks and Canada.

A speedy recovery is wished for Mary Driscoll who is in the hospital as this is written, but who is expected home any day now. She had pneumonia and a lung operation and was a pretty sick person, but is now making a fast recovery. We hope she will be back to work by the time you read this.

Mr. and Mrs. Robert Goode spent their vacation visiting their daughter in Miami, Florida. Joseph Kowolowski enjoyed his vacation at Nantasket Beach.

We welcome back to work James Hanlon who has been convalescing for the past few months.

Charlie Chamberlain was more surprised than pleased when he found a dead fish in his car one hot sunny day!

Mr. and Mrs. John Dearnaley spent two weeks' vacation driving along the East Coast and had the experience of spending part of it at Virginia Beach while Hurricane Donna was blowing around.

FLOOR COVERING

James Ronci, machine tender at the Undercoat Department, has returned to work after a two months' illness.

We wish Bob Cotter and Gus Gustafson a speedy recovery now that they are out of the hospital.

Gordon Ginn, calender machine tender, is just waiting for winter so he can take a month off to visit Florida.

Herb Belnap, clerk in the Linoleum Department, brings some mighty good pastry in for the morning coffee break. We have heard it said that he bakes it himself.

Undercoat men enjoying September vacations were Charles Letts and Dominic D'Angelo.

Frank Kissell, assistant foreman in the Linoleum Department, is about the best rural farmer in the Flooring Plant. He has grown fruit and vegetables which really back up his claim to fame.

Tom Hogan was again seen at Cape Cod Canal this summer. He is still trying to get the striper which has his name on it.

Ed Abucewicz, Union Steward, is the proud father of his latest child, a battling baby boy.

Thomas Cotter, calender machine tender, was in New York City with his spouse the other week-end doing the town, including the Bavarian Room.

Tony Auretto and Joseph Zoppa had quite a contest this summer, each one bringing in the largest tomato from his garden. It was back and forth all summer and they still would be at it if they had more plants with fruit on.

John McLatchey is building a new ranch home. The house looks good and it has a Bird roof to enhance its charms. The builder was Andrew Simski who used to work at the Flooring Plant.

Carl Hamilton was seen in the Flooring Plant the latter part of September. He says he likes retirement and we can believe he is telling the truth when we see how good he looks, even looks younger.

LOVELY TO LOOK AT! Priscilla Mackenzie on the day she left to be married to Robert DeVautour of Foxboro. Priscilla works at the Roofing Plant Office. The "venetian blind" behind her is actually a shower of $1.00 bills, the wedding gift of her many friends at the plant. The wedding was August 13 at the Blessed Sacrament Church in Walpole with a reception at the Lord Fox.

PHILLIPSDALE

Congratulations to the John R. Arrudas upon the birth on August 20 of a daughter Susan.

Four men from our plant tried their skill in the Searle Golf Tourney at the Agawam Hunt Country Club, Friday August 26: Tony Cicirelli, Willie Carlson, Darrell Pierson, and Ed Boisvert, Jr. They are not mentioning their scores but they couldn't have been too bad as Tony came in with a kicker prize of one dozen golf balls. Darrell says he's seen parts of that course now that even the members haven't seen.

Timmy Harrington has someone to carry him in the noon time crib game now — Matt Pino. We hear that Matt won six games for him the other day.

Incidentally Tony Cicirelli won the 3rd Division Championship at the Sun Valley Country Club.

Our two college boys have returned to school. Paul Duhamel has returned to Albright, and Anthony Puleo to Providence College. We wish them success in their studies.

"Buck" Manchester spent his vacation on a trip visiting his son in New Mexico.

We were shocked to hear of the death on September 7 of Francis McCabe. Francis started to work with us in 1942 working continuously in DPI except for 3 years in the Army. Our sympathy goes to his widow, Mrs. Bertha McCabe.

Bowling has started again with Bill Kanoski getting a high three string total of 406, and Dave Seeley a single string of 160 on the first night. The current standings of the league is below:

	Won	*Lost*
Franklins	6	3
Hupmobiles	6	3
Pierce Arrows	5	4
Essexs	4	5
Model T's	3	6
Stanley Steamers	3	6

CHARLESTON

The Charleston plant was recently visited by two employees from the Shreveport plant. Ed Sompayrac and Lucille Burrows along with two of Mrs. Burrows' friends spent a week end in Charleston visiting many historic sites and the Charleston plant. We were very happy to have them and would like to extend a welcome to other Bird employees should they pass through Charleston.

We welcome two new employees in the Charleston office. Mrs. Dorothea Varnado joined the Bird family on Sept. 6 and will be working in the Billing Dept. Mrs. Virgena Mallory who will be assisting in the Payroll & Production Dept. joined our organization on Sept. 9. We wish them much success in their new jobs.

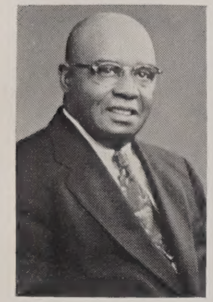
Joseph Q. Shokes and family journeyed to Washington, D.C. for a week's vacation. While there they visited the F. B. I. and various other important places.

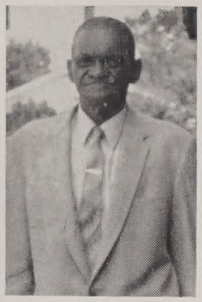
Floyd Billings and family travelled to Jacksonville, Fla. for a week's vacation.

Henry F. Davis and Mrs. Davis spent 3 weeks travelling through the New England States. Much of their vacation was spent in Maine prior to returning to Cleveland, Ohio for a visit with family.

We congratulate Terry Jenkins, Jr., son of T. T. Jenkins, Purchasing Agent, for

Recently Retired


James Scott


M. T. Martin

JAMES SCOTT, Chicago, from May 31, 1929 to August 31, 1960. He has worked the entire time in the Slate and Felt Handling Department. In 1947 he was made gang boss in this department and he held this position until his retirement. Jimmy now lives in his retirement on a little farm he has in Clinton, Louisiana.

M. T. MARTIN, 1861 Maple Street, Shreveport, from June 29, 1937. "Lightnin' ", as he is called by all his friends, started his service with Bird & Son at the time the Shreveport Plant was first opened. This was before the days of lift tractors, palletizing and all that sort of thing. M.T. pushed the four-wheel buggy from the machine into the warehouse as a worker in the Shipping Department. He later transferred to the Cleaning Department as a sweeper, taking good care of our finished goods warehouse and shipping docks. Because of ill health he was recently retired, effective July 31st.

M.T. means to continue hunting and fishing with another Bird employee, Chester Dawson. Black Bayou is one of their favorite spots. M.T. and his wife, Gertrude, adopted a baby in 1955. Bruce will be five years old this year and will help keep this couple young.

---

the outstanding performance in the St. Andrews High & Summerville High School Football Game Sept. 9. Terry was very instrumental in the upset victory over their arch rivals St. Andrews.

CHICAGO

Local 170 is having election of officers at the next Union meeting. Nominations took place Sunday, September 18th. Anthony Christopher and Martin Krajcir were nominated for president.

WANTED A BABYSITTER: Tony Soltan of the Sample Department is preparing for his retirement. His wife intends to keep working. Tony says, "I don't want to stay in the house by myself — please find me a baby sitter!"

Nick Ahrens transferred from Clean Up gang boss to the Felt Room, while Harry Brandau, inspector, transferred to the Clean Up gang.

We wish to extend a warm welcome to Patricia Carstens — the newest member of the Bird family. May her stay with us be a long and pleasant one.

Judy Reagan, Judy Strom, and "Hap" Sumner, who worked with us all summer, have taken up their studies again. The best of luck to them!

SHREVEPORT

September 29th was P.T.A. "Back-to-School-Night" at Broadmoor Junior High for Mr. and Mrs. Robert Jenkins, Mr. and Mrs. H B. Beauchamp and Mr. and Mrs. Frank Markham. Time sure does fly when you get over 35.

We are so happy to learn that Blanchard Watts is doing so nicely since his operation. He will be going home soon from the hospital.

The Chamber of Commerce of the United States, in cooperation with local chambers throughout the country, is sponsoring an "Action Course In Practical Politics." Classes meet for two hours each week for nine weeks. Some of the subjects covered are: Leader's Problems, Meetings and Businessmen in Politics. President Dwight D. Eisenhower has said, "Politics ought to be the part-time profession of every citizen." A number of the fellows in Frank Markham's class are bringing their wives. This is a good idea because there are three million more women than men now eligible to vote. However Frank wonders if mother will remember what you told her after she closes the curtain on the voting booth. . . . Don't forget to vote November 8th.

John Evans spends quite a bit of his time on Cross Lake at his parents' camp. Each Monday he enters the coffee room telling of the "big bass" that got away; some of them as he got them up beside the boat.

(continued on page 8)

MEET THE MEN in the Granule Crushing Plant at Charleston: Kneeling left to right, Bob Prosser, Clarence Hughes, Woody Barnhill, Charles Barfield, Paul Brown. Middle row, Kyser Hudson, Assistant Foreman, Mel Evans, Hubert Alford, James Huckabee, Roy Martin, Dewey Jones and Richard Usry, Foreman. Back row, Acie Rabon, Frank Droze, Sam Barfield, Bill Jarrell and Steve Gooden.

BIRD CLUB NEWS

Banquet

It's a new caterer for the Bird Club Banquet which comes this year on October 15. With Holman out of business, Timothy's was chosen — another Norwood caterer with a growing reputation. The menu is a Bird Club favorite — roast beef, oysters, banana fritters and ice cream. As we go to press the report is that a large crowd is expected to enjoy the dinner and the entertainment and dancing which follows.

Golf Round Up

Bad weather again plagued us — Hurricane Donna cancelled out the Scotch Foursome scheduled for that night. It was postponed until Thursday of that week, which turned out to be a fine evening enjoyed by 27 players.

First prize winners were Mary Bannon and Peter Daly; second prize winners, Mary Bannon and Joseph Eppich (Mary accepted only one prize). Eileen Geraghty and Jim Barnes landed in third place, while fourth place had a five-way tie: Flossy MacDonald and Gus Ellison; Eileen Geraghty and John Folan; Marion Tolman and Norman Green; Muriel MacDonald and Alex MacIntyre; Virginia Sheldon and Harry Cady. Virginia won the cut of the cards for the prize for herself and Harry. Consolation prize went to Mary Moylan and Ed Hutcheon.

The Girls' Golf season ended with a buffet supper and awarding of prizes at the home of Chairman Bernice Woolley in Brockton on October 3.

Cribbage Has Started

The Cribbage Party season opens on October 18th. A party will be held on the third Tuesday of each month from now through March.

Bowling

The season is just starting with only two weeks of play to record at this writing. Here are the results so far:

In the Girls' League Mary Moylan's team is way out ahead with all wins and no losses. Evelyn Balduf leads the League with a 99.6 average and she also holds High Three String of 299. Mary Ann Alukonis is High Single leader with 109.

The Floor Covering Shipping and the Office (RO) teams are tied for first place in the Men's League. Right now Earle Higgins of FFV holds all the firsts of the season: His average is 119.7; His High Single record is 147 and High Three String, 364.

Suggestion Awards

(continued from page 1)

up to the time he was stricken with his fatal illness early this year. One idea — "Carboloy Tips on Guides at the Cutter and Overlay" turned in last year looked especially good. So it proved, when the figures on its savings were reviewed last month.

"Tom thought this suggestion might be pretty good," said Mrs. Smith. "But we really didn't know whether anything would come of it. He would have been very pleased to get this $100 check I am sure. I remember Tom saying how Mr. Wright would always say, 'If you get an idea, put in a suggestion. Get it down in writing, it might pay off.' "

POSTHUMOUS AWARD. $100 check is presented to Teresa Smith, widow of Thomas A. Smith, by Superintendent William R. Wright (right), and Director of Personnel and Industrial Relations John J. Murphy. Tom died in early August and the award was voted at the Suggestion meeting late in August.

Regular Awards

Primo Belloni, FBW	$20
Byard Bennett, FXR	20
Nemus Cianfarani, FFF	20
John Dearnaley, FBM	20
Patsy Famiglietti, FBF	20
Harold Gardner, FKPM1	20
Roger Guilmain, FFD	20
Cyril Joyce, FKPM1	20
Edward Moore, FCM	20
Thomas Simpson, FFD	20
Robert Beausejour, FBPM9	5
Howard Hewins, FFB	5
Hayward Perry, FFB	5
Nicholas Santoro, FBN	5
Frederick Stahnke, FBPM9	5
Steve Tomaszewicz, FBB	5
Nicholas Tomei, FCM	5
Harold Widow, FFF	5

LONG SERVICE LIST

Name	*Date*	*Dept.*	*Years*
William P. Carr	11-9-25	Roofing	35
Eleanor J. Morse	11-13-25	Office	35
Helen G. Curran	11-23-25	Office	35
Russell P. Czyrycz	11-13-40	No. 1 Box Shop	20
Edward L. Lincoln	11-1-45	Office	15
James S. Floyd	11-5-45	Floor Covering	15
Peter J. Gray	11-6-45	Floor Covering	15
John J. Kalis	11-7-45	Paper Mill	15
John J. Folan	11-12-45	Maintenance	15
Joseph G. Patterson	11-19-45	Floor Covering	15
Everett A. Grainger	11-19-45	No. 2 Box Shop	15
Harry S. Sahlin	11-24-45	Roofing	15
Charles Madan	11-26-45	Paper Mill	15
Charles L. Ricker	11-27-45	No. 2 Box Shop	15
Stephen F. Tomaszewicz	11-27-45	Roofing	15
Harold D. Murley	11-6-50	Roofing	10
Martin McDonagh	11-22-50	Paper Mill	10
Ernest V. Dow	11-25-50	Floor Covering	10
Joseph J. Dorci	11-27-50	Finishing Mill	10
Patrick Naughton	11-27-50	Floor Covering	10
Thomas DiCicco	11-27-50	No. 1 Box Shop	10
Robert R. Clark	11-27-50	Floor Covering	10
Kenneth L. Stuber, Jr.	11-27-50	Maintenance	10
Edward O'Toole	11-29-50	No. 2 Box Shop	10
John M. McDonough	11-29-50	Floor Covering	10
Robert J. Sampson	11-29-50	Floor Covering	10
Nicholas E. Cassidy	11-30-50	No. 1 Box Shop	10
Clinton L. Berwick	11-1-55	Office	5
Nesi Ali-Oglu	11-14-55	Maintenance	5
Richard C. Eklund	11-14-55	Floor Cov. Sales	5
Felix M. Iarocci, Jr.	11-16-55	Floor Covering	5
Margaret R. Forrest	11-21-55	Office	5
NEW BRITAIN			
Henry Owca	11-23-55		5
PHILLIPSDALE			
Arthur A. Medeiros	11-5-45		15
Carl F. Soderlund	11-5-45		15
Vernon Stromberg	11-19-45		15
Francis A. McCabe	11-27-45		15
CHICAGO			
Frank O'Day	11-14-45		15
SHREVEPORT			
Philip O. Johnson	11-22-40		20
Harvey L. Bryant	11-1-50		10
GLENWOOD			
Jesse J. Johnson	11-19-45		15
CHARLESTON			
Terence T. Jenkins	11-30-55		5
BERRY REFINING COMPANY			
Austin Kincaid	11-16-45		15

Yoga

(continued from page 1)

demonstrates that tension and nervousness cause most people to overeat. When these tensions are overcome by training, the student automatically eats more sensibly. The same thing is true of smoking and drinking. With relief from tensions, these appetites also diminish.

The fourth and final stage for the Westerner teaches mind control or mental concentration.

You might say that yoga is undoubtedly the oldest and finest systemized course in the world for attaining physical fitness and mental alertness. Why not try it? The cost is 50¢ per lesson for Bird Club members and $1.00 for outsiders. There is no requirement to sign up for a fixed number of lessons. The classes start promptly at 7:30 each Thursday night at Bird School and last for an hour.

See you there?

LEWIS M. SEVERANCE

TOP OF THE NEWS

(continued)

One recent Saturday he decided to take H. B. "Bo" Beauchamp out with him. Since Bo doesn't get much chance to fish, he wanted to brush him up on some of the major points a fisherman has to remember. Funny thing though, Bo caught AND LANDED a 4½-lb. and 3½-lb. bass and . . . you guessed it, John, who is now called "Big Bass John," got another one up beside the boat, BUT IT GOT AWAY!

LEWISTON

John Sawyer, who has joined the Air Force, left Oct. 3rd for Lackland Air Base in Texas. Best of luck to you, John.

Judy Gillis, former Bird employee and daughter of Margaret Gillis became the bride of Merle Thompson on Sept. 23rd. Congratulations Judy.

Joan Walmsley will serve as maid of honor at the Nov. 5th wedding of her twin sister, Janet. Janet who will become the bride of Daniel Lelonde, is a former Bird employee.

We were happy to have Irene Freve return after her recent illness. Hope she continues in good health.

We extend get well wishes to Ralph Maxim and Harold Theberge who are still on the sick list.

This month we welcome to Bird & Son Charles Dodge, Robert Wright and Merrill Hooper.

BERRY — GARY PLANT

Best wishes to Mr. and Mrs. James A. Geller who were married last month. Mrs. Geller is the former Jo Ann Victery, our switchboard operator. Mr. Geller is employed at Gary Steel Products. The marriage ceremony was performed at St. Anthony Church and was followed by a reception at the Memorial American Legion Post, attended by 300 guests. The Gellers are now at home at 511 Jackson Street, Gary.

Retired Worker Dies

ORAZIO CARCHEDI, retired, died at the Norwood Hospital on September 19 at the age of 75. He was employed at No. 2 Box Shop as a checker in the Shipping Department from July 1, 1933 until his retirement December 31, 1952. Since retirement he and Mrs. (Beatrice) Carchedi, who survives him, have lived at their home at 6 Elks Parkway, Norwood. Also surviving him are his son Frank, office manager at the Roofing Plant, a daughter Mary, four grandchildren, a sister and a brother. Funeral services were held at St. Catherine's church on September 22.

Vol. 48
No. 11

The BIRD REVIEW

November
1960

Published for Bird & Son, inc. employees and their families

Nils Lindequist Saluted on His 50th Bird & Son Anniversary

NILS LINDEQUIST receives congratulations and a check for $500 on the occasion of his 50th anniversary with the company, October 10. Left to right: Vice President Philip Johnson, Chairman of the Board C. S. Bird, President Ralph Wilkins, Nils, and Superintendent Jack Lockridge.

Receives Check for $500 At Main Office Ceremonies

Nils Lindequist of the Floor Covering Plant was honored by top management on October 10th, the day he completed fifty years of active service with Bird & Son.

At an informal meeting in President Wilkins' office he was greeted by Mr. Bird, chairman of the Board, Mr. Wilkins, Vice President Philip Johnson and Superintendent Jack Lockridge. Mr. Bird presented him with a check for $500 from Bird & Son, inc.

Eight Cents an Hour

It was an important day for Nils on October 10, 1910. He began work as a combination messenger and roofing finisher, and it was his fourteenth birthday. The job required making four trips a day to East Walpole — on foot — and spending the rest of his time finishing roofing products. It was a 10-hour day and a 6 day week. His wages — eight cents an hour and no overtime pay. In summer the hours were less. They knocked off at noon on Saturdays.

Transferring soon to East Walpole, he was first a clerk in the Maintenance Department, working under Bill Wilson who later became manager of the Western Division at Chicago. Then Nils worked in the tool room and on general maintenance and for 13 years in the pattern shop. Since 1926 he has been at the Floor Covering Plant as a skilled block cutter. For the past two years he has been assigned to the inspection and care of the expensive copper rolls for printing vinyl floor coverings. He served in the U.S. Army in World War I from 1917 to 1920 as a sergeant, with overseas service in the Argonne Forest.

No Floor Covering Plant

Nils recalls that when he started at Bird & Son there was no Floor Covering Plant but just a building for manufacturing Proslate Roofing. This is now the building where Linoleum Tile is

(continued on page 8)

Bird Para-Flex Inlaid

New Linoleum Product Now on the Market

There's something new underfoot. It is Bird Para-Flex Inlaid, the newest product of the Floor Covering Division. Production began late in August and the Golden Splendor series of *ten* colors is now on the market.

This new product is made in the Linoleum Department where new equipment was installed last summer to permit feeding from the machine right into the hangers. (See picture on page 8.)

Bird Para-Flex Inlaid developed by Bird Research is a totally new kind of floor covering — flexible and strong, but easy to cut. The patterns are bright, smart, with plenty of style. It is equally good for decorating new homes or rejuvenating old floors.

"We really have something distinctive here," says Sales Manager B. V. Johnson. "Something that will put Bird in a much more favorable position as far as permanent floor coverings are concerned. General distribution of this new product began the first week in October. Our distributors are enthusiastic about it."

Meets Lawrence Welk

Arthur Wilson, retired, had the thrill of meeting Lawrence Welk in person last month. Mr. and Mrs. Wilson were visiting Arthur's brother, Bill in Chicago. Bill was for many years western manager for Bird & Son until he retired in 1955.

Sunday afternoon they drove over to visit Bill, Jr. and his family. Suddenly into the room walked Lawrence Welk. It seems that Mr. Welk is a personal friend of Bill, Jr. They became acquainted some years ago when the younger Bill Wilson was in charge of placing orchestras for the ABC network.

After finishing his Saturday night show in California, Lawrence Welk had flown to Chicago for a meeting with other orchestra leaders at the Palmer House. Before the meetings opened he was spending a few hours with his friends.

(continued on page 8)

The BIRD REVIEW
Vol. 48 No. 11 November 1960
Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.
Published for the employees of Bird & Son, inc., and their families.
Editorial Office at East Walpole, Mass.
EDGAR M GROUT Editor JOHN J. MURPHY, Adviser

The Business Outlook in Our Three Divisions

(A summary of business conditions, as reported to the Review by our Vice Presidents)

October has not been an outstanding month for either Floor Covering or Paper Products. The fall upswing in general business has not taken place, so that our volume of paper products production is not as high as we had hoped it might be. We are equipped, however, to take full advantage of an upswing in business when it comes.

Floor Covering sales of Quality Vinyl continued at about the same level as the month before. The new Linoleum, Para-Flex Inlaid, was introduced to the retail stores late in the month. There has not yet been time for this new product to affect our total sales very much. However, in anticipation of the business we will have, an additional shift was put on in the Linoleum Department and 30 men were recalled to the plant from the list of men laid off or transferred to other plants.

Sales of asphalt shingles and roofing products were substantial in October, but not as large as in 1959 and competition in some areas has caused lower selling prices. The first cutback in production toward winter levels took place at the Norwood plant in the latter part of the month. If we are spared unusually early cold weather, the Roofing Plants may produce and ship as much in November and December as a year ago. We are organizing our plants to provide the maximum possible operations for all roofing plants during the less active building season which lies ahead.

More Advisers Needed For Junior Achievement

Junior Achievement is rolling once again in Walpole with William E. Smith, Jr., as chairman. Bill is merchandising service manager of the Building Products Division.

Nearly 100 Walpole High School students (juniors and seniors) reported for the opening sessions in mid-October. There are four companies meeting at the Old Stone School. Each group meets once a week, thus keeping JA headquarters occupied Monday through Thursday nights.

Bird & Son continues as one of the sponsors, along with Bird Machine, Kendall Mills and several other local companies. Bird & Son employees serving as advisers include: Robert Cashen and Thomas Hartnett, sales; John Phelan and John Hutchins, production; Barbara Hanks, accounting.

It is not too late to sign up as a full time or part time adviser in accounting, sales or production. If you would like to help and have the satisfaction of working with these enthusiastic students, notify Bill Smith of the Building Products Division, extension 231.

BIRD CLUB NEWS

Cribbage

The first party of the 1960-61 season was held October 18th at the Brigade Room. There were 24 playing. Norman Greene of the Roofing Storeroom won first prize and a basket of fruit. Second prize went to Charles Carter of E. Walpole Maintenance. A second basket of fruit was won by Robert Bourne, Floor Covering.

At the next party on November 15, first and second prizes will be a turkey and a capon.

Neponset Choral Society

In less than a month you'll have the pleasure of listening to the Choral Society's latest venture in choral singing — Mendelssohn's "St. Paul." This will be sung at the Walpole High School Auditorium on Sunday evening, December 11 at 8 P.M.

Soloists for this performance are:

Ann MacKenzie, soprano, formerly of Michigan and now a teacher of music in the Norwood schools.

Amy Anderson, alto, of Taunton, who has appeared as soloist with the Taunton Chorus.

Gerald Whipple, tenor, of Foxboro, who has studied with Frederick Jagel of the New England Conservatory of Music.

David Weaver, baritone, of South Easton, who has appeared with our group as soloist before and who last year conducted the Taunton Chorus. He received his musical education at Boston University.

Art Classes

About a dozen enthusiastic souls are enjoying themselves at the Art Class held Monday nights at the Brigade Room with Mrs. Helen Pierce as instructor. It's not too late to join and learn how to paint in oils or watercolors, or draw with charcoal.

Yoga Class

The picture tells better than words about this newest and most unusual activity. Those who practice yoga say there is nothing like it for achieving a feeling of well-being and general good health. You can still sign up for this activity, too — Thursday nights at Bird School Hall.

Christmas Party

The Entertainment Committee is already hard at work on plans to make this year's Christmas Party for the children the best ever. When the children go to the Park Theater in mid-December as our guests, not only will they see a full program of movies, but Santa and his helpers will be there in person. Each child whose parent registers him ahead of time will receive a personally-wrapped gift from Santa.

Men's Bowling

At the end of October Francis Flaherty of the FBM team held both High Single (158) and High Three String averages (369). Earle Higgins of FFV leads the pack with a 116.3 average, Armando Croatti, FBM is second with 112.4 and Joseph Purpura, FBM, is in third spot with 108.7.

FFV team is leading the league at the end of the 5th week with EM and FBM tied for second place.

Girls' Bowling

Evelyn Balduf still leads the league with a 96.5 average, Doris Reardon is second with 95.3 and Mary Moylan is close on her heels with 94.8. Mary Moylan's team, No. 5, is still on top, with team No. 1, captained by Doris Reardon, in second place.

Doris Reardon has moved into first place in the High Three String slot with a 308. Mary Alukonis still keeps her High Single record of 109.

Tri-Mills Sports Club

On Tuesday, October 11th, a pitch party was held for Bird Club members and guests at the Brigade Room. The top winners were Arthur Brown, FF and William McKinnon, EMT.

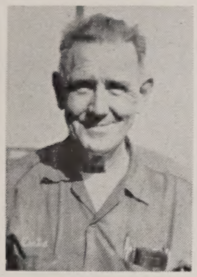
On Saturday, October 22nd, a gala "Ladies" night was held at the Venice Cafe in Franklin. Each person came dressed in various and even strange costumes.

The judges for the costumes were the Bird Club Officers, Velma Cobb, Julia Lewis, Mary Moylan and George Shackley.

The top winners were Joe Mussi, his wife Clara and Donald Brennan. A real entertaining evening was enjoyed by all.

On Sunday, November 13 our Turkey Shoot will be held at the Norwood Sportsmen's Club on Nichols Street, Norwood (near New Pond). This year we are having targets that require skill as well as lucky targets. There will be prizes for each. Refreshments will be served. The range will be opened from 2 to 5 P.M. All Bird Club members and guests are invited.

25th Anniversary for Andrew Oates, October 19



Andrew Oates

ANDREW OATES remembers his first day with Bird & Son, inc. — in October 1935 — quite vividly, as one of his first experiences on the job was the loss of his wallet down the sewer. There wasn't much money involved but after having previously worked a long period at short time he didn't think that was quite the place for what money he had. He stayed with his job, however, becoming head piper in 1942, the position he now holds.

Andy has taken much interest in the affairs of his town, Johnston, Rhode Island. He was on the town committee for twelve years, served a term as town councilman, is past president and life member of the local fire association and has headed up the work of the local welfare society.

He was formerly much interested in bowling and fishing but his activities along these lines have somewhat tapered off.

Andy has two children, a daughter living in North Adams, a son in Nantucket, and three grandchildren.

LONG SERVICE LIST

DECEMBER

Name	*Year*	*Dept.*	*Years*
Charles P. Hall	12-23-40	Box Salesman	20
Oscar T. Carlson	12-6-45	Maintenance	15
John Wraga	12-4-50	No. 1 Box Shop	10
Eric A. Swenson	12-4-50	Floor Covering	10
Martin Conroy	12-5-50	No. 1 Box Shop	10
Herbert P. Fortier	12-5-50	Floor Covering	10
Robert W. Cotter	12-5-50	Floor Covering	10
Frank W. Wiberg	12-6-50	Floor Covering	10
George S. Michaels	12-6-50	Floor Covering	10
John Lisowski	12-7-50	Paper Mill	10
Maxice Surowiec	12-12-50	Floor Covering	10
Wilfred J. Morency	12-12-50	Floor Covering	10
Edward H. Silva	12-26-50	Floor Covering	10
Richard J. Bell	12-27-50	No. 1 Box Shop	10
Garner L. Stephens	12-2-55	Maintenance	5
Thomas J. Cassidy	12-17-55	No. 1 Box Shop	5

YOGA DEMONSTRATION. Members of the class now meeting Thursday nights at Bird School demonstrate head stands, shoulder stand and "the plow" for the Review photographer. Girls in the foreground are Velma Cobb, Oliver Sleeper and Marilyn Ronan. The two men are Dr. Robert Davis and Lewis Severance, right, chairman of the activity.

MANCHESTER

Henry A. Simard	12-30-55		5

PHILLIPSDALE

Ernest M. Bowlin	12-5-45		15
George D. Jobin	12-26-45		15
Gilbert Dias	12-26-45		15
Jose A. Souza	12-28-45		15

CHICAGO

Ivan Anderson	12-3-45		15
James P. Reiser	12-26-45		15
Benedict G. Macfarlane	12-11-50	Salesman	10

SHREVEPORT

Geames D. Davidson	12-9-40		20

BERRY REFINING COMPANY

Donald Mullins	12-21-55		5

JANUARY, 1961

Name	*Year*	*Dept.*	*Years*
Nora L. Feeney	1-8-26	No. 1 Box Shop	35
Clarence E. Russell	1-11-26	Floor Covering	35
Agnes Fraser	1-29-31	No. 1 Box Shop	30
William J. Fraser	1-10-36	Floor Covering	25
Arthur H. Lynch	1-6-41	Shoe Carton Salesman	20
William J. Grudinskas	1-10-41	Floor Covering	20
Roy M. Wiggin, Jr.	1-20-41	Box Salesman	20
Carlton P. Raymond	1-8-46	Maintenance	15
Joseph M. DiMarzo	1-14-46	Floor Covering	15
Wilmer E. Wiggin,	1-18-46	No. 1 Box Shop	15
William C. McKinnon	1-21-46	Maintenance	15
Francis D. Gilmartin	1-2-51	Power Plant	10
H. Janet Laber	1-2-51	Office	10
Charles A. Novick, Jr.	1-4-51	Floor Covering	10
Charles J. Wisniewski	1-10-51	Maintenance	10
Helen M. DeSavage	1-11-51	Floor Covering	10
Peter J. Curran	1-15-51	Roofing	10
Michael E. Cummings	1-15-51	Central Field Mgr., Floor Cover'g Sales	10
Domenico DiVirgilio	1-24-51	Roofing	10
William S. Connolly	1-24-51	Roofing	10
Ernest H. Gustafson	1-24-51	Floor Covering	10
Nicholas Bader	1-25-51	Roofing	10
Joseph A. Dion	1-25-51	Roofing	10
Patrick Costello	1-25-51	Roofing	10
George W. Stewart	1-26-51	Roofing	10
Harold Brittain	1-29-51	Roofing	10
Charles E. Moore	1-29-51	Roofing	10
Carl E. Chellquist	1-9-56	Floor Covering	5
Ralph V. Leazott, Jr.	1-13-56	Floor Covering	5
William F. Wall, Jr.	1-13-56	Paper Mill	5
Constance Dumoulin	1-16-56	Office	5
Joseph J. Fabiano	1-30-56	Office	5

PHILLIPSDALE

Manuel P. Silva	1-7-46		15
Joseph Souza	1-8-46		15
Edward J. Boisvert, Jr.	1-30-56		5

CHICAGO

Alex H. Cook	1-15-51	Office	10
Nathaniel Wilson, Jr.	1-30-56		5

SHREVEPORT

Arthur Williams	1-28-41		20
Guster Lewis	1-18-46		15
Joseph Gatlin	1-3-51		10

BERRY REFINING CO.

Adrian J. Bahnerth	1-16-56	Office	5

Suggestion Winners

In October Frank Shumski, FFG, and Nicholas Tomei, FCM, each received a $20.00 award for having had five accepted suggestions.

Regular awards were paid as follows:

Louis Gabrielli, FBPM9	$20
Stanley Jezulewicz, FBV	20
Frederick Stahnke, FBPM9	20
Nicholas Tomei, FCM	25
Frank Shumski, FFG	5
Clarence Young, FFG	5

The Hub of the Southwestern Division

The wheels of every industry must be well oiled and of strong material. Featured here is the hub of the Southwestern Division — the Sales Correspondents of the Shreveport Office; the girls who process the orders that keep the mill producing at such a rapid rate; the Billing Department speeding along at a mad gallop; the Shipping Department operating with the throttle wide open; the Traffic Department commandeering all available trucks and rail cars with great haste, as well as all other departments affected by them and in short, this is the way our salary is paid. I would like to introduce them to you in the order they are pictured:

OPAL L. CLAY was hired July 20, 1959 to do some special credit work in the Sales Department and did it so efficiently that a permanent place was made for her long before the job was completed. During office hours she handles orders for Jim White of the Southwestern Division, the Western Division and the Southeastern Division. Having lived in England for several years and travelled quite a bit, Opal is a very interesting conversationalist and when time permits, this pint-sized bundle of energy who weighs less than six average bowling balls, can be seen pursuing her favorite hobby of bowling.

MERLINE WILCHER was hired May 4, 1959 as Sales Correspondent and handles orders for the territories of L. G. Houston, Mack Roach, Kent Colvin, A. G. Harper, W. L. Caldwell and Don Cook. Merline is also an excellent seamstress and makes many of her own and her daughters' dresses. At home with Merline are her three lovely children, two girls and a boy. When weather permits, she can be found on one of the nearby lakes boating and skiing.

MODENA FULLER was hired June 1, 1955 as Order Writer in the Billing Department. Opportunity soon presented itself and Modena moved into the Sales Department as Correspondent for Carl Andrews, "Bo" Beauchamp, Sam Cararas, Wesley Cragin and Jerry Sayres' territories. "Dena" treats all of her customers as though they are very old and dear personal friends. She knows everyone's voice and immediately calls them by name when she answers her phone. Outside the office, her interests are, beside her husband and home, her son, Franklin, Professor of Law at Tulane in New Orleans, his wife, and her grandson, Charles, and her church work.

LORRAINE WILLIAMS was hired as Sales Correspondent April 15, 1957, coming from one of the nation's largest Pontiac dealers, Holmes Pontiac. Even though there is a vast difference between the automobile and roofing industries, Lorraine mastered the situation in no time at all and efficiently handles the territory orders for Jack Powell, Mims Dyess, Cliff Pregge, Ernie Wright, Carl Futrell and John Williams of the Western Division and St. Louis Warehouse. At home with husband, Neel, and her dog Cindy, who has been a valued member of the family for eleven years, Lorraine's hobby is her new home recently purchased and she is quite busy in her house and yard.

GLADYS E. BRYAN in terms of seniority is an "old timer" in the Shreveport Office. Hired February 16, 1939 as stenographer, Gladys transferred to the Sales Department November 4, 1946 where she handles advertising, Built Up Roof Bonds, and secretarial work for General Manager R. F. Jenkins. Gladys loves to travel and besides long trips in the United States, spent one summer touring Europe. Her other hobbies include bowling and playing the stock market.

Jobs depend on Sales
Sales depend on Price
Price depends on Costs
Costs depend on YOU.

— Sign seen at parking lot of Hamilton Paper Co., Miquon, Pennsylvania

TOP OF THE NEWS

MAIN OFFICE

While the Russian delegation was in New York attending the UN sessions one of the Russians bought a full roll of our Quality Vinyl 12/4, pattern 1985, from Rocco's Floor Covering Co., a Bird dealer in Queens, New York City. He cheerfully paid the additional cost of having the unopened roll shipped to Russia. Even the Russians like Bird Vinyl. . . .

Congratulations are extended to Lucy Meomartino of the Advertising Department on her marriage October 16th to Raymond Beaudet. The couple will make their home in Walpole.

Bob Cashen, sales service manager of the Building Materials Division, enjoyed a week's vacation late in the season relaxing and catching up on work around the house in East Walpole.

MAINTENANCE AND POWER

We express our sympathy to John Wozniak on the recent loss of his mother.

We are glad to welcome George Baird of Sharon to the regulars of the Boiler Room.

When we recently visited retiree, Pat O'Malley, at his summer home in Hull he was busily engaged in putting a cellar under his home there. From his house he has a nice view of the Nantasket boat as it comes in from Boston.

PAPER MILL

Welcome, Calvin Meeker, new messenger at the Mill Office. We hope you enjoy being with us. We are glad to have you here. Thanks, Tommy Bailey, for helping Cal get acquainted.

We are glad to have Mary Brady back to work at the Finishing Mill after being out for some time due to illness.

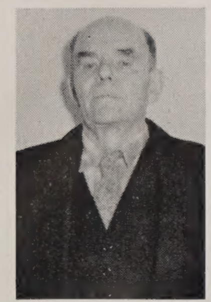
Congratulations to Joe Dorci who has completed ten years of service with the company.

Alma Walsh has returned to work after enjoying her vacation in New York City.

Contributors

Reporters who contributed to this issue include: Janet Laber, Milton Gardner, Elna Gottberg, Julia Lewis, Mildred Sanborn, Ramona Chicoine, Agnes Fraser, Helen Lane, Joan Walmsley, Ruth Phelan, Joseph Carchedi, Julius Aukstolis, Michael Meomartino, Arthur Armour, Edward Silva, David Lowry, Manuel Oliver, Ray Nolan, Arthur Trudell, Rose Fox, Virginia O'Brien, Lucille Burrow, Richard Potter, Frank Markham, Robert Zobel, Robert Ladd, Moses Bader, Mary Moylan, Velma Cobb, John Medailleu, Aldo Bertoni, Leonard Weaver, Robert Weger.

Just Retired



HJALMAR HYRSKE, 96 Woodward Avenue, East Providence, retired September 30th. He started July 10, 1926 at the Floor Covering Plant in Norwood. At his own request he transferred to Phillipsdale in July, 1929, starting as a helper in the Maintenance Department. In March, 1943 he became an A Millwright, the position he held until retirement.

Elna Gottberg is pinch-hitting for Catherine Brady at No. 2 Box Shop while Catherine is on vacation.

We extend our sympathy to the family of John Barker who passed away very suddenly on October 8.

We welcome back the following girls to the Finishing Mill after a lay-off of several months: Evelyn Balduf, Alva DeFlaminis, Anne Cavanaugh and Lena Cavanaugh.

NO. 1 BOX SHOP AND OFFICE

We are sorry to see Carol Wojdag leave Fibre Box Sales. Carol has been transferred to the Credit Union. Our loss is their gain.

Leonard Curran returned to work after a short stay at the West Roxbury Veterans Hospital. We are glad to have him back with us again and looking so well.

Stanley Benkavitch attended one of the World Series games in New York and reported he had a good time.

Walter Rockwood attended a Rotary Convention at Whitefield, N. H. while on his vacation.

Claude Smith ended his vacation this year touring down South. This included Williamsburg, Charlottesville, Richmond and the Skyline Drive.

Welcome back to Edward Sullivan who has just returned after two years in the Army.

NORWOOD ROOFING

Clifford Smith of the Lab returned from his vacation announcing it was spent in New York and Washington, D. C. as his honeymoon. Cliff married the former Judith Nowakowski of Rhode Island on October 8.

Gunnar Anderson opened the hunting season and reports that he bagged a pheasant on his first day.

Forrest Clark's attempts at farming ended with a leg of lamb for Sunday dinner and a wealth of knowledge as to why you should not attempt farming as an economical venture.

Congratulations to Mr. and Mrs. Neil Nicholson on the birth of their boy, Neil, Jr., October 7.

Late vacationer, Les White, has been spending most of his time hunting pheasants and rabbits in and around Foxboro. The old freezer must be really bulging, especially after the fine harvest Les had this past summer. You can't beat these farmers!

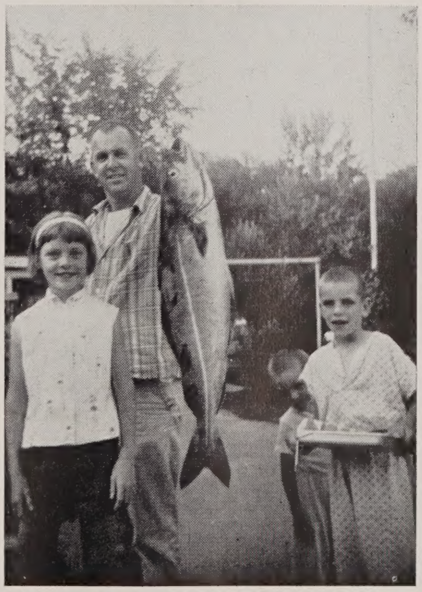
ON LABOR DAY, at the Scottish Highland Games in Brookline, Andy Wright and Ted Hutcheon of the Roofing Plant took over the refreshment concession for the day and enlisted these good "Scotchmen" to help them out: Left to right: Tom McDavitt, Peter Didick, Ted Pierce, Tom O'Toole, Norman Greene, Irving Munchbach and Newell Tibbetts. Harry Robertson and Henry Eklund also worked but were too busy with the hot dogs to be in this picture.

Andrew Wright enjoyed his vacation fishing out of Boston Harbor on his 24-foot boat. What did he catch? Mostly flounder — and that's good eating.

Parents' week-end at New Hampton School, New Hampshire, was attended by Mr. and Mrs. Carroll Homan and their daughter, Sandy. The Homan's son, Fred, is attending this prep school.

Our sympathy to Eldon Carlson of the Granule Plant on the death of his mother.

Jerry Chisholm visited his son, Joe, who is employed by a Wall Street brokerage firm in New York. During his stay Jerry naturally took in the three games of the World Series. He was thrilled to see his idol, Ted Williams, throw out the first ball. Being an ardent American League fan, Jerry still insists, as many people do, that the better team lost. One evening they had an enjoyable time watching that great musical hit, *The Music Man.*



A 26-POUND POLLOCK caught off Plymouth by Bob Collins of No. 2 Box Shop. Admiring his catch are his three children, Mary, 9, Jerry, 8 and Bobby, 5.

Recent viewers of Date Line Boston saw Roy McQuillan of the Lab conducting demonstrations for a high school science panel quiz. One of the panel contestants was Carol Kemmler whose father, Jim, is Chief Chemist of the Research Laboratory.

The following men answered the call for blood when it was sorely needed for George Kozak's father; Peter Didick, Edward Carberry, Sam Cirillo, John Grudinskas, Ray Lussier, Kenneth Cahill, Frank O'Connell and Ralph Sweinimer.

Allan Muul is a student at Boston University School of Industrial Technology, majoring in aircraft engineering. He is a graduate of Sharon High School and was a star track athlete. He is the son of Valdur Muul who works in Shipping.

Julius Aukstolis has moved from Norwood to his new home at Brook Lane, East Walpole.

FLOOR COVERING PLANT

Dick Bunker, son of Jim Bunker of the Shipping office, has completed another good season in minor league baseball. He pitched part of the season with the Indianapolis club in the American Association and then was optioned to the Chattanooga team in the Southern Association. A left-handed pitcher, he compiled a record of 11 wins and 9 losses, was the only winning pitcher on this cellar-dwelling team. His earned run average is one of the lowest in the league. He also achieved a .300 batting

(continued on page 6)

FLOOR COVERING

(continued)

average. As a result of this record Indianapolis has recalled him. However, it is hoped that the parent club, the Philadelphia Phillies, will take notice of his good work and give him a chance in spring training next year.

LEWISTON

Joan Walmsley is very excited over her coming winter vacation in the Alps. On January 27 she leaves with a group for a three weeks' ski trip. There will be five days of skiing at St. Anton, Austria, then back to Switzerland for more skiing in the Zermatt region at the foot of the Matterhorn. They will ski across the Gonergrat Glacier, up and then down to Cervina Italy. Finally will come more skiing at Chamonix, France, near Mont Blanc. Joan will give us a full report on her return in February.

CHARLESTON

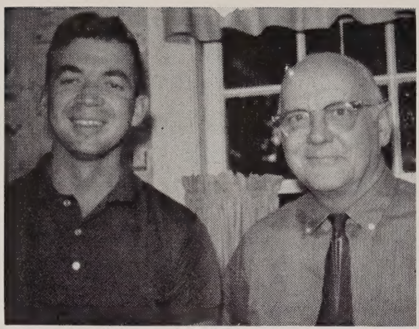
Lynwood Therrell and family recently travelled to the Smoky Mts. While on vacation, he took many pictures of the beautiful scenery and historic sights to be seen in the near vicinity.

We welcome back Charles Higbee upon his return from vacation to Pennsylvania. Mr. Higbee and family spent a week's vacation there visiting friends and relatives.

Others returning from recent vacations are Johnny Caddell, George Davis and Leo O'Neal.

We welcome to the Bird Family Mary Louise Ruffo, our new switchboard operator. Mrs. Ruffo has had much previous experience in this type of work and we wish her much success with Bird & Son.

GRANDPA MADE IT. This unusual fountain was constructed by Charles Matthews, Norwood Roofing Plant, to decorate the lawn of his country home in Sharon. The cement work he did himself. The figure was purchased and then painted in oils by Charlie, who is an accomplished landscape painter. His talents in this field were described in the February 1951 Review. With Charlie are his two grandchildren, Donna, left, and Gwen.



DICKIE BUNKER, left-handed pitcher for the Chattanooga team in the Southern Association, with his dad, Jim, who works at the Floor Covering Shipping Office.

Also, Mrs. Betty Masters joined the Bird family recently and we would like to welcome her. She will be replacing Mary Childress in the Purchasing & Traffic Depts.

PHILLIPSDALE

Stanley Kalenkiewicz went on a week end trip to the Mohawk Trail to view the autumn foliage.

Congratulations to the Ray Nolans upon the birth of their 8th child October 19. It's a girl, Sandra Ann.

Arnold Manchester went on a week's hunting trip to Nova Scotia. He had no luck, but one in the party got a deer.

Bill Conway, Jr., Anthony Matonis and Charles Waterman have had short stays in the hospital. We hope they will all be back by the time you read this.

Jim Braga was one of those who marched in the big Providence Columbus Day parade.

Bill Kanowski's high three string of 406 and Dave Seeley's high single of 160, both made on the first bowling night, still are holding up. Bill's average, although now at 114 9/15, still is high for the league.

Matthew Pino and Russ Mollerberg have raised themselves into the top ten bowlers. Seventeen men have averages over 100.

Audrey Perry leads the ladies with an average of 96 19/21 and a high single of 122.

As of October 19 three teams, the Hupmobiles, the Pierce Arrows and the Franklins — are tied for first place.

CHICAGO

Local 7-170 O.C.A.W. AFL-CIO, held their annual election on October 16 at the Union Hall. The following were elected:

President — Martin F. Krajcir, FCM; Vice President — Grover Holden, FC gen; Financial Secretary — George Coleman, FCPM No. 6; Recording Secretary — Oscar Peldzus, FCV; Chief Steward — Eddie Newman, FCV; Sgt. at Arms — Theo. Newman, FCX; Trustees — Alfred Baker, FCV; Andrew Gardner, FCV; and Joseph Blackman, FCPM No. 6.

We wish to offer our congratulations to the new officers.

Frances Johnson visited relatives near Syracuse, New York. Fran enjoyed her *stay* there and her *way* there — she traveled by air.

Harold Altman and Don Frazier were hunting and fishing up in Konora.

B. G. Macfarlane took a trip to Florida.

Ray Gusick finally made the break and visited his niece and family near Detroit, Michigan. It took him many years but he finally made it.

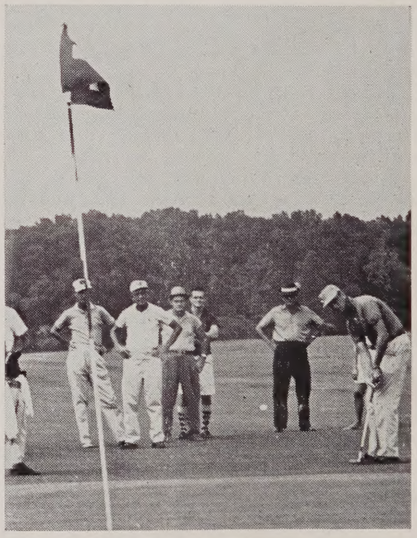
Helen Rhein of the Sales Dept. is now a proud grandmother. Robert Walter Rhein arrived October 8, 1960, weight 5 lbs 12 oz. Congratulations!

BERRY REFINING — GARY

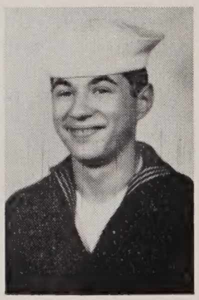
On the evening of October 5 a safety demonstration was held at the Gary Hotel. All employees and their wives were invited to attend. George Gerharz, safety engineer of the Pure Oil Refinery of Lemont, Illinois, gave a demonstration of the destructive force of flammable liquids. Part of the demonstration included safety in the home. Mr. Gerharz showed how a jar with a shaker cap filled with bicarbonate of soda could be used as a home fire extinguisher.

Fire fighting methods were also demonstrated recently at the plant when Bud Johnson and Frank Cerjewski of the American-LaFrance Company assisted Superintendent Lawson. As the picture shows, several open top drums were set up with various flammable liquids in them. These were set afire, and various methods used to put them out.

Following a short question and answer period a buffet supper was served.



JERRY SAYRES, JR., Roofing salesman in the Mid-South District, making a chip shot before a gallery at the Memphis City Amateur Golf Tournament held last summer. Jerry played very good golf and advanced to the semifinal round before being eliminated.



ANTHONY ABRIL, JR., whose father works at the Roofing Granule Plant, has joined the Navy. After basic training at Great Lakes he was home on leave in October.

ELDON ROY of the Berry Refining Company at Gary assists in a demonstration of fire-fighting equipment. In this recent demonstration at the Gary plant, drums of various liquids were set afire and several methods of extinguishing the fire were shown.

Recent Deaths

JOHN C. BARKER, 142 Cottage St., Norwood, died suddenly on October 8 at the Norwood Hospital following a heart attack. He had been at work as usual the day before at the office of the Finishing Mill.

Mr. Barker had been with Bird & Son since November 12, 1959. Prior to that he had been with the Justin A. McCarthy Company of Boston for four years. He was in the employ of the Town of Norwood from 1941 to 1947 and for the five years following was Town Manager of Fort Fairfield, Maine.

He is survived by his wife, Irene, a son, John, Jr., and three grandchildren. Funeral services were held October 11 at St. Catherine's Church, Norwood.

FRANK V. G. HEINONAN, retired, died October 2nd at the Norwood Nursing Home at the age of 82. For 26 years he was employed at the Norwood Roofing Plant in the Shipping Department, retiring from active work at the end of June, 1948. He is survived by his wife, Minna, three sons, William F. of Norwood, Victor of East Walpole and Arvo of North Walpole; five grandchildren and four great-grandchildren. William works at the Floor Covering Maintenance Department. Funeral services were held at the May Funeral Home October 7.

E. THOMAS BENSON, age 77, died October 18th. Since his retirement in December 1949 he and Mrs. Benson had been living in Bryantville, Mass. He was a sales representative in the Roofing Division from October 1919 to October, 1930 and from March, 1931 to retirement in 1949. Funeral services were held at the Shepherd Funeral Home in Pembroke Center on Friday, October 21.

JOHN PEZA, retired, died at his home, 27 Folan Avenue, Norwood on October 25 at the age of 75. He had worked at the Norwood Roofing Plant for many years in the Finishing Department. His employment with Bird & Son began in March 1911. He retired July 1, 1951. His wife, Mary, survives him, as well as two sons and a daughter: John of California, Vito of Foxboro, Albina of Norwood. Funeral services were held at St. George's Lithuanian Church, Norwood on October 28.

Twenty-Five Years Ago

New hangers were under construction at the Floor Covering Plant in the fall of 1935 for greater production of Neponset Floor Covering and the new Chromalin Floor Covering. At the same time a new building for block storage was built.

The August Review shows a picture of Suffolk Downs, the "newest and greatest race track in the country" where 5,000 sqs. of Bird roofing materials were used on the roof of the huge grand stand.

An office for the new granule plant was built and covered with the newest in Bird Siding Products — Weather-Tex Siding.

The annual meeting of the Bird Club in September reported the following people elected:

Secretary, A. W. Smith; Treasurer, H. S. Whitney; New Members of the Council, Ernest H. Coleman, John J. Bradley, Jr., Frank S. Clem, Charles E. Rafuse and Frank E. Reynolds. It was voted that dues be continued at $1.00 a year per member.

The Papermakers' Social Club held a Clam Bake in August at Joe Knaus's Grove on Bullard Street. Joseph Jurgelevich of the Beater Room won most of the sports events that day, including the exciting boat race. Among those on the committee for arrangements were Peter Glebus, Herman Nordstrom and James Donovan.

The Soccer Team was having a good season when their picture appeared in the December issue. Familiar faces include Jack White, manager (now Town Clerk in Walpole), Bill McLauchlan, assistant manager, Sam Hunter, executive committee and players Gus Hogan, John McDougall, Jim Schuller, Walter McKenna.

Somebody said: "The only exercise some folks get is jumping to conclusions, running down their friends, side stepping responsibilities and pushing their luck!"

---

385 Days Without a Lost-Time Accident

SAFETY
SAFETY COUNCIL

Because Shreveport Roofing's 204 Employees worked 385 days without one disabling injury a Safety Award was presented the plant Tuesday, October 18, 1960. We also received a flag for this splendid effort.

Southwestern Manager R. F. Jenkins accepted the plaque from Orville Miller, safety engineer for our insurance carrier, Employers Mutuals of Wausau.

Dick Potter made this good picture of B. P. Soward, Cephas Myers, R. F. Jenkins, D. L. Oliver, Jake Brown, N. R. McNeill, Orville Miller, Phil Johnson, Frank Markham, Elton Bamburg, George Walker, William Winkler, Dude Davidson, Willie Smith and Dale Adams.

These men are on our Safety Committee and as Mr. Weed has said, "—they and every single person working in the Shreveport Plant, can be proud and mighty happy that no one was hurt in a lost-time accident for more than a year."

Lindequist

(continued from page 1)

cut. He has seen the Floor Covering Plant grow from nothing to its present size, covering 41 acres and employing nearly 500. He has seen the original product, felt base floor covering, grow into a tremendous business and then give way to newer and better products — vinyl floor coverings and linoleums.

When he began work here, the Roofing Plant was making roll roofings of course and also "shingles" 50 feet long. These so-called shingles were strips of roofing folded along each long side. The folds were interlocked, one shingle with the next and nailed to the roof with the strips running horizontally the full length of the roof. Until a few years ago there was still one such roof in East Walpole — on what used to be Ben Taylor's home on Pleasant Street.

Nils can remember the elder Mr. Charles S. Bird making his rounds of the mill each morning. He would stand and watch, hands behind his back, as he observed the work. Then he would disappear into the superintendent's office, and all knew that orders would soon be issued to make changes and improvements in the work process.

Aaron Rhoades

The story of Mr. Bird's encounter with Aaron Rhoades has been told many times, but is worth repeating here. According to Nils, Aaron, a peppery, outspoken repair man was building a heavy wooden door by driving in the screws with a hammer. Mr. Bird came along, picked up a screw and tapped Aaron on the shoulder. Pointing to the slot on the head of the screw he said, "Aaron, do you know what this is for?"

"Sure. Any damn fool knows that's for taking the screws out!" Mr. Bird walked away, chuckling.

Commenting on the many changes he has seen in the last 50 years, Nils Lindequist says: "There has never been a time when the average man was as well off financially as he is today. I can well remember how low the average standard of living was back in 1910. Things like radios, televisions, cars, electricity in the home are considered necessities today. Fifty years ago they were either luxuries for the few, or things that hadn't even been invented yet. Working conditions have greatly improved, too, and it's all to the good. I look back over my fifty years with the company and in the community with much pleasure."

Clinton's Garage Bought

On November 1st Bird & Son purchased Clinton's Garage at East Walpole. It will be used as a central location for the repair of Bird & Son trucks, lift trucks and other automotive equipment.

Clinton's Garage has been an institution in East Walpole for 35 years. The building was constructed originally as a repair garage for the H. M. Gould trucking company. Harry Clinton purchased it in 1925 and operated it until his death in the spring of 1960. Mrs. Clinton sold it to Bird & Son.

Sales Winners

Winners of the Summer Vacation Contest in the Floor Covering Division were announced last month. Heading the list is Richard Eklund of the West Virginia and Tennessee territory.

Four men tied for second place awards: Fred Bagley of New England, Ralph Maraist, Boston area, William Anderson of Florida and Walter Wright, West Coast. Tying in third place were Edwin Guise, New York area, Arvel Disher of North Carolina, Charles Mills, formerly of Chicago and now of Texas, and Alden Robinson of Minnesota.

Congratulations to these men for their outstanding results!

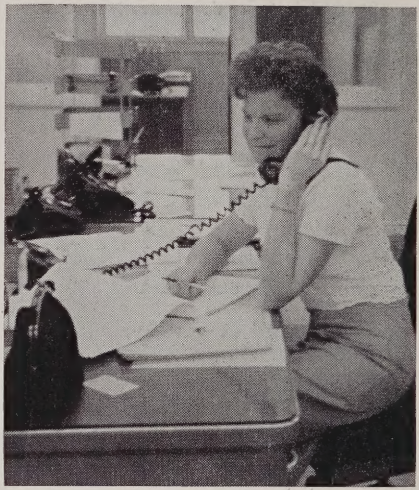
Lawrence Welk

(continued from page 1)

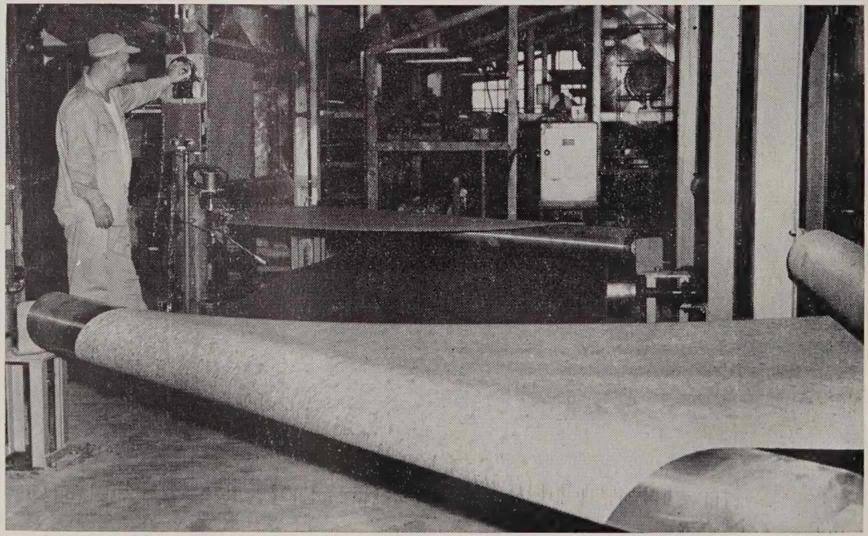
"He's a real nice guy," says Arthur, "very cordial, very natural. It was quite a thrill to have him walk into the room unannounced like that. We had watched his show from California on TV the night before and of course had no thought that he was in Chicago at all."

Christmas Carol Books

At the Employment Office are extra copies of a Christmas Carol book, purchased by Bird & Son several years ago for the use of employees. These are available on a first come, first served basis. No limit as long as they last. Inquire at the Employment Office.



MEET MRS. JUNE MEYER, sales correspondent at the Charleston office since 1956. The Meyers recently welcomed a new son into their household — their third child.



LINOLEUM PRODUCTION is made more efficient by this series of turn bars which feeds the product direct to the hangers from the Linoleum Machine. The new equipment was installed during the vacation shutdown last summer. John Didick is at the controls.

THE BIRD REVIEW

December, 1960

This is my first opportunity as president to wish you a

MERRY CHRISTMAS

and a

HAPPY NEW YEAR

Christmas is a time for warm, friendly greetings and for renewed faith and optimism; a time for expressing again the age-old hope of peace on earth, good will toward men.

To all who read this message, the Bird & Son management extends the very best wishes for a Happy Holiday and Prosperous New Year.

Sincerely,

Ralph A. Wilkins

PRESIDENT

BIRD AND SON ADMINISTRATIVE COMMITTEE at one of its regular weekly meetings. President Wilkins is presiding. Others, left to right are: Paul I. Knight, manager of Felt Division; Philip C. Johnson, vice president Floor Covering Division; A. Rogers Weed, Jr., vice president Building Materials Division; Warren H. Anderson, secretary and treasurer; Ralph H. Hall, vice president Paperboard Products Division. Meetings are held in the director's room.

SUMMARY OF PROGRESS IN 1960

FOR the first time in fourteen years there has been a complete change in top management at Bird & Son, inc., all the changes coming within a few months early in 1960.

Our new president, Ralph A. Wilkins, was elected at a meeting of the Board of Directors following the annual meeting of the Corporation on March 22.

Warren H. Anderson was elected secretary and treasurer on May 19, following the death of Wesley C. Ahlgren.

The new vice presidents, chosen early in the year, are:

A. Rogers Weed, Jr., vice president, Building Materials Division
Philip C. Johnson, vice president, Floor Covering Division
Ralph H. Hall, vice president, Paperboard Products Division

These officers, together with Paul I. Knight, manager of the Felt Division, comprise the new Administrative Committee which meets weekly to direct the operations of the company. To help solve the never ending problems of management, further organizational changes have been made which show in the list of company officials on pages 16 and 17.

Of first importance in the program of the new top officers of Bird & Son is a strengthened determination to make this company strong, profitable and a leader in both products and service. As nearly every one in industry is aware, the year 1960 has brought a concentration of pressures to almost every company:

1. Rising costs of operation, due to higher raw material costs and negotiated wage increases.
2. Stiffer competition in prices and products.

These pressures are nothing new for an industry to face, but here at Bird & Son the management determined to wage a vigorous campaign to overcome them. This program to reduce costs has already taken us a long way in the right direction. Substantial economies have been made in such items as travel expense, telephone expense, inventories and purchasing. Departments have been reorganized and work reallocated to achieve further efficiency. As in other years, we have continued to study our products and our patterns and designs. We continually try to promote those items which will be most profitable for ourselves and our customers.

You will read the highlights of our production and sales programs in the pages that follow.

In the year 1960, Bird & Son maintained its position as the largest employer in the Norwood-Walpole area, with just over 2,000 employed locally. Our total employment is 2,950. This includes our roofing plants and sales offices in Chicago, Charleston and Shreveport, granule plants in Charleston and Glenwood, Arkansas, our felt mills in Phillipsdale, Rhode Island and Shreveport and our other plants and warehouses in the Paperboard Products Division at New Britain, Connecticut, Lewiston, Maine and Manchester, N. H. In addition there are another 150 employed in the wholly-owned subsidiaries of the Berry Refining Company, George W. Dinsmoor Company and W. J. Hill, Inc.

The annual Bird & Son payroll is $16,483,000. Our Federal tax bill last year was $915,000.00 and we paid another $623,416.00 in state and local taxes. We spent almost $29 million for raw materials and other supplies. Total shipments from all Bird plants amounted to more than 711,000 tons.

NOT A SHINGLE WAS LOOSENED on this Ft. Myers, Florida church when Hurricane Donna buffeted the city with winds up to 121 miles per hour. Sixty-two squares of Bird Wind Seal Shingles were used on this Lehigh Acres First Community Congregational Church. Contractor, Lehigh Acres Building Company and roofer, Clauss Roofing and Tile Manufacturing Company are strong promoters for Bird Wind Seals in hurricane areas.

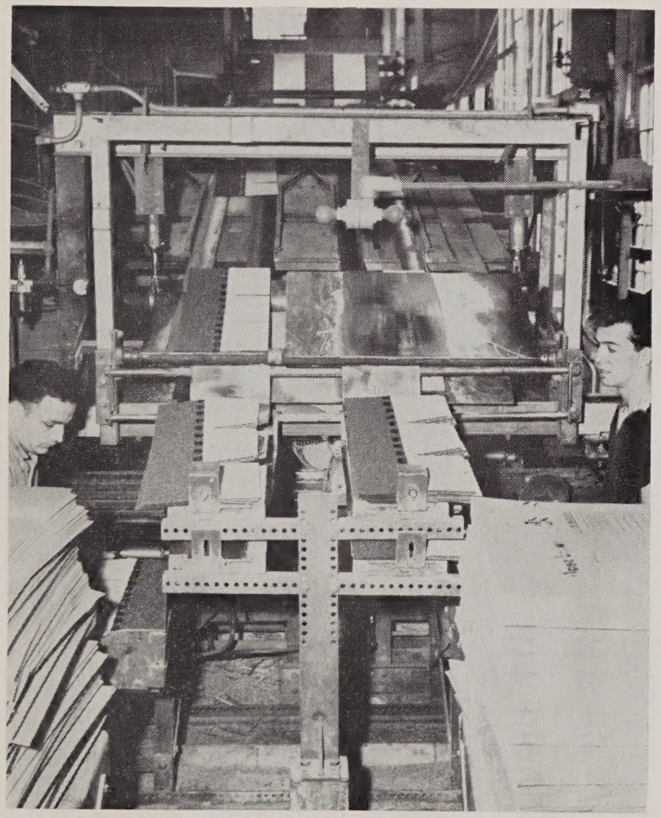
Today's Most Wanted Shingle

ASK the man on the production line in our Roofing plants and he'll tell you that Bird Wind Seal Shingles are becoming today's most wanted shingle. Since first introduced three years ago, these shingles have increased every year in popularity until now they have become a leading product in the Building Materials Division.

Wind Seal sales were increased this year through a strong advertising and promotional campaign. We capitalized on our favorable experience in the hurricane at Charleston last year. When this year's hurricane struck with its heaviest blows in Florida, Long Island and lower New England, we moved quickly. In Orlando, Florida we used TV advertising, with special announcements on Bird Wind Seal Shingles' proven hurricane resistance. In New London, Conn. we used radio advertising; in other stricken areas such as Long Island, New London, Providence and New Bedford, Mass. newspaper advertising was employed.

Wind Seal Shingles were involved in the year's most unusual delivery of shingles. A three-story 20-room dwelling on Clark's Island, two miles offshore in Plymouth (Mass.) bay needed reshingling after the buffeting from the September hurricane. Bird Wind Seals were bought at our dealer, the Plymouth Lumber Company. Then the carpenters thought:

"We figured it would take 39 bundles of shingles. Each bundle weighs 70 pounds. We could rent a boat . . . and probably do the job in two trips. We'd have had to run the boat ashore in the sand then carry the shingles, bundle by bundle, a quarter-of-a-mile up hill, through soft sand to the house."



THERMOPLASTIC DOTS OF CEMENT on Bird Wind Seal Shingles show clearly here as the product comes off the shingle machine to be packaged. Later, on the roof, sun's rays will activate these dots and seal shingles securely. Bird workers here are Jerome Rignonese, left and Gerald Benjamin.

YMOUTH LUMBER CO.
POST
POST

ON THEIR WAY TO CLARK'S ISLAND. When a house on an island near Plymouth, Mass. needed reshingling after the September hurricane, Bird Wind Seal Shingles were delivered by helicopter. At left Bird salesman, Donald Clay, at right, John Petrel, owner of Plymouth Lumber Company.

BIRD ARCHITECT SHINGLES protect and beautify the roof of the popular Cornetta's Iron Horse Restaurant in Norwood, Mass.

Then came the novel idea — hire a helicopter! They found their man, John Connelly, who lives in nearby Kingston and does crop dusting and other similar jobs. The whirly-bird could carry 400 lbs. in each lift. Eight trips of 10 or 15 minutes would do the job — and place the shingles right on the lawn beside the house. The project was a success, as you can see from the picture — the newest in shingles being transported by the newest in transportation.

The secret of Wind Seals' popularity is the thousands of thermoplastic dots of cement applied by a special production process developed by Bird engineering and research. There are more than 19,000 of these on an average roof. After the shingles are laid on the roof deck the sun's warmth activates the plastic adhesive, causing the shingle on top to seal itself firmly to the one beneath — and there they are, safe against the strongest winds.

Aluminum Siding made by Alcoa and carrying the Bird name was added to the line early in the year 1960. When Alcoa decided to expand its siding sales in order to develop business in new homes as well as re-siding, Bird & Son was one of the companies selected. Alcoa recognized our excellent distribution facilities. They like our reputation and way of doing business. This has been an effective association for both companies.

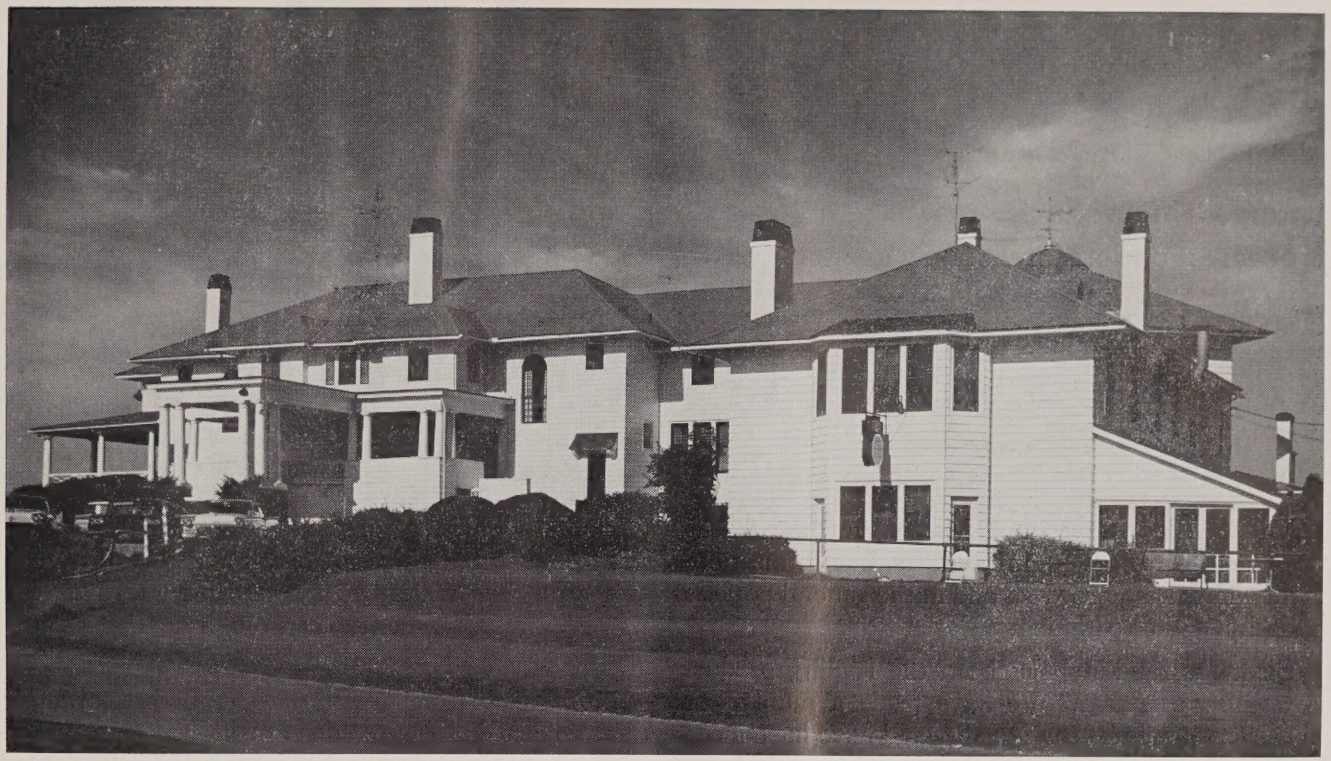
In February Bird & Son successfully launched a three-product promotion in Jacksonville, Florida. Here at the fashionable Beacon Hills and Harbor Homes development:

Bird Wind Seal Shingles are used on the roof,
Bird-Alcoa Aluminum Siding on the side walls, and the
Bird Termite Prevention System under the slab foundations.

The Bird Termite Prevention System uses Termibar, which is a combination of a rugged polyethylene plastic vapor barrier and a sheet of builder's felt impregnated with Dieldrin. Dieldrin is a termite's worst enemy, so powerful that we have no hesitation in giving a 5 year written guarantee wherever it is used according to instructions.

Throughout the country new construction was off in 1960, compared with a year ago. This was especially true in early spring when mortgage money was tight. Despite some improvement later in the year, the most recent figures show that total housing starts are down by 203,000 over last year. Some authorities believe the record can be improved by convincing

(continued on page 10)



ALUMINUM SIDING, made by Alcoa and sold by Bird, now protects and dresses up the appearance of the Springfield (Mass.) Country Club. This is the largest structure in New England to be covered with this brand of aluminum siding.

THREE BIRD PRODUCTS are used on this and many other distinctive homes in Beacon Hills and Harbor Homes development at Jacksonville, Florida: Bird Wind Seal Shingles on the roofs, Bird-Alcoa Aluminum Siding on the side walls and Bird Termite Prevention System under the slab foundations.

Changes in products, policies, organization and processes underscore today's

TRENDS IN FLOOR COVERING

FOR the Floor Covering Division 1960 was a year of many changes — in products, in organization, in manufacturing processes and in the general policies of design and distribution.

Bird Quality Vinyl has been the leading product in volume this year. We have made a number of improvements in its basic quality and have introduced several new patterns with metallics. These flecks of gold or silver make the product sparkle. Their popularity has enabled us to concentrate on production of these new patterns and eliminate several poor selling patterns.

Late in the year Bird Heavy Weight Vinyl was brought out, replacing Super Vinyl. It is our highest quality product in the Vinyl line. It has entirely new designs, including the very new use of metallics in geometric or floral designs, or in interesting controlled pattern arrangements.

New Para-Flex Inlaid

Although we still produce substantial quantities of Linoleum Tile by our older process for sale to the mobile home industry, the general public today is buying linoleum chiefly in yard goods. To compete successfully in this new market we have introduced Bird Para-Flex Inlaid. This very beautiful, flexible and yet strong material was developed by Bird research. In Bird Para-Flex Inlaid the asphalt-saturated felt is gone. In its place is a special felt made on No. 4 paper machine at East Walpole and saturated and treated with resins. This means cleanliness, double strength, flexibility, easier installation.

Bird Para-Flex Inlaid is a beautiful product to see, to walk on, to install and to sell. Twist it, bend it, fold it, yank it — it takes all this punishment without cracking or peeling. Like the new Vinyl, it uses metallics to give sparkle and life to pleasing pastel backgrounds in blues, greens and tans. For those who want bold colors, there are black and red, also with metallics. The white backing of Bird Para-Flex Inlaid emphasizes its newness and high quality. It also prevents marking of walls during installation.

Numerous machine changes were made to produce this product and assure controlled, even cure of the linoleum. Other changes have helped eliminate surface flaws or other imperfections. A series of turn bars (see picture) enables a continuous sheet of linoleum to feed directly from the machine to any of three large hangers for curing.

End of Enamel Surface Production

The year 1960 has seen the final transition from enamel surface floor coverings to vinyls and linoleums. The trend started nearly 10 years ago, but came with a rush in the last two years. As vinyls were introduced with their super-smooth, long-wearing surfaces and their limitless possibilities of colors and patterns, the public bought fewer and fewer yards of the old enamel surface materials. We met the challenge originally with a machine to produce rotary vinyl in 9-foot widths in 1953.

When Bird & Son built its new 16/4 (12 foot wide) rotary machine in 1958-59, the end of enamel surface production in our plant was near at hand. It actually took place this year. Less than 2% of our production this year was in enamel surface rugs. We stopped making enamel surface yard goods in 1959. At the end of 1960 we are now in the process of dismantling our one remaining flat bed printer for enamel surface goods. When our warehouses become empty of these materials early in 1961 it will be the end of a product that for more than 45 years has been the moneymaker for this division. For all these years it sold in tremendous quantities, providing a good living for the 600 persons who produced and sold it.

There are no regrets in leaving it behind, however, for Bird Quality Vinyl and Bird Heavy Weight Vinyl offer so much more in wearing qualities, in beauty and in pattern possibilities.

Active Development Program

To meet the demands of customers we embarked this year on a much more active product development program. The year 1959 was the year we completed the building of our new vinyl unit. The year 1960 was the year we developed new designs and new products to be produced on it. Likewise our research carried us into the production of the new, more flexible linoleum, Para-Flex Inlaid, previously mentioned.

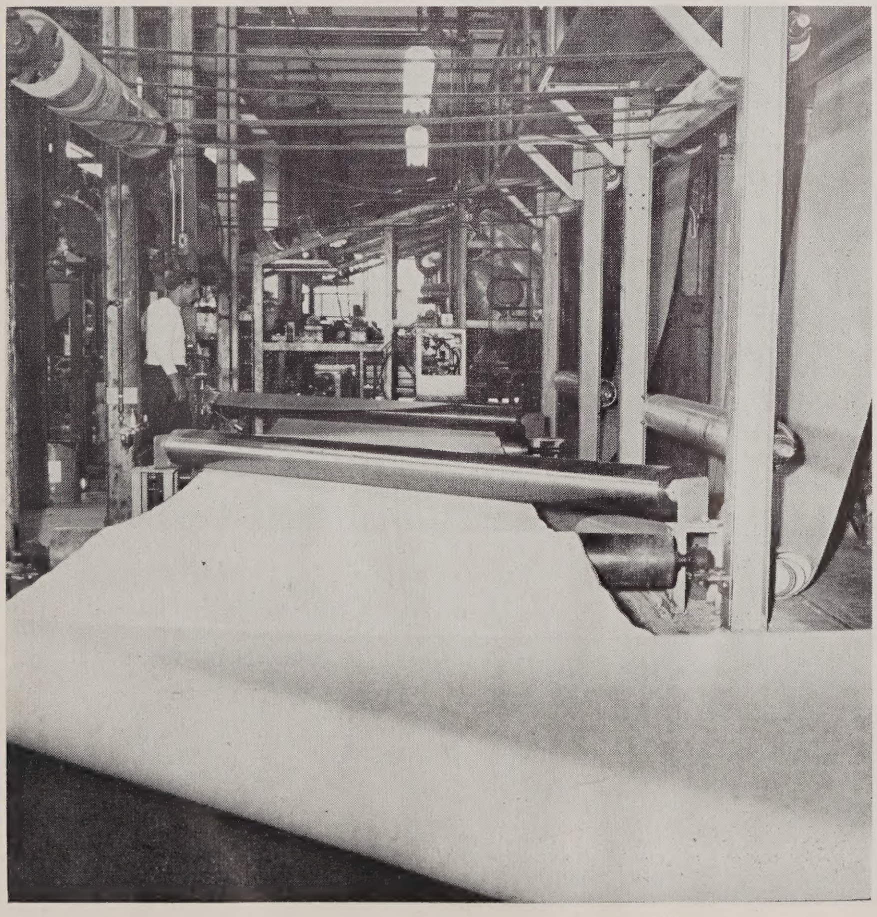
Organization streamlining was accomplished, too, with consolidation or reorganization of departments and functions wherever necessary to achieve the best in production and customer service.

The job of creating new products and making and selling them by better methods never ends. It goes right on into 1961 and all the years ahead. For instance, the research program for next year includes intensive work in several areas which may well result in further additions to our floor covering line before another year has ended.

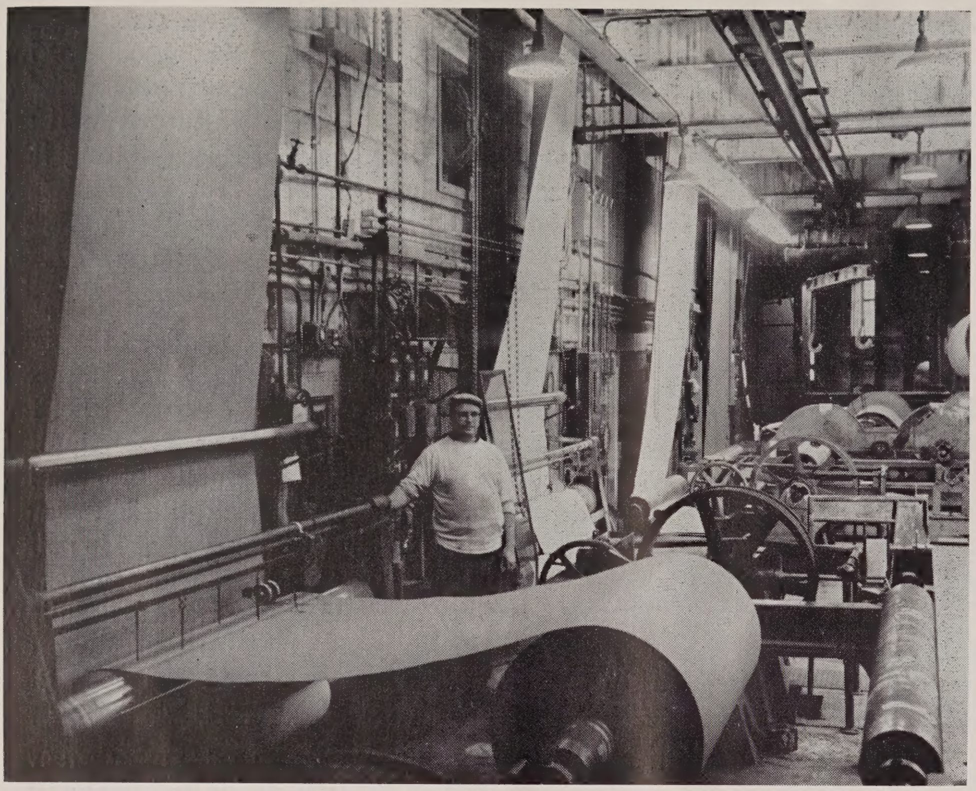
One Line of Designs

In 1961 we will be producing one line of designs — and one line only, the Bird line. Heretofore we have made special designs under a private label for certain large outlets. Now we will produce only Bird designs which will be sold through all customers including mail order houses, wholesale distributors and foreign markets. The benefits of this change in policy have already brought a reduction in inventory and greater flexibility in manufacturing and scheduling. Through this policy we are able to concentrate all efforts in product development and design on Bird brand name products.

Thus we move into 1961 with a stronger-than-ever program of product research, design and production.

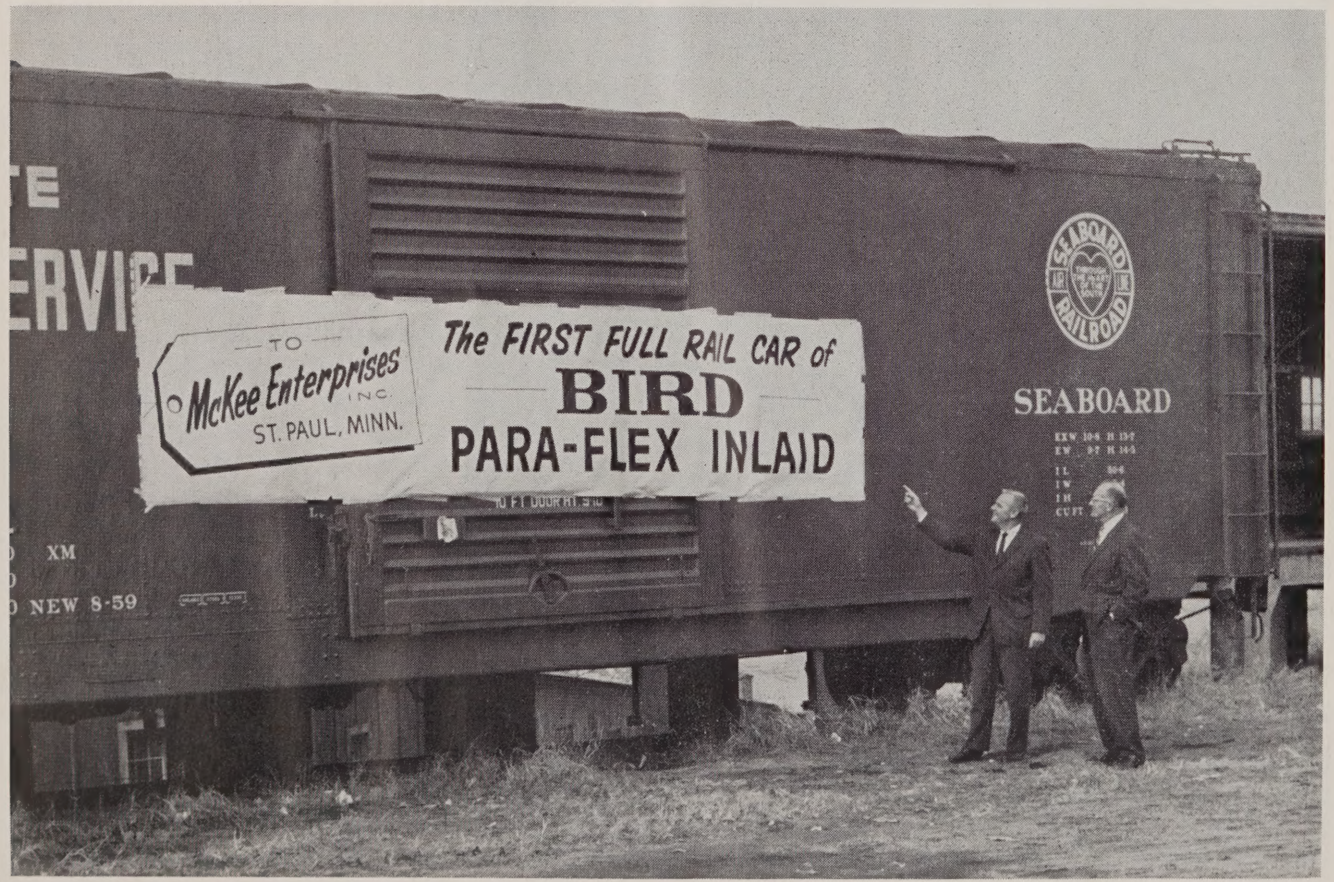


BIRD PARA-FLEX INLAID on its way to the curing ovens at the Norwood Floor Covering Plant. A series of turn bars, installed last summer, permit continuous feeding of the sheet from the linoleum machine into the ovens. Employee at the controls is Joseph Zoppa.

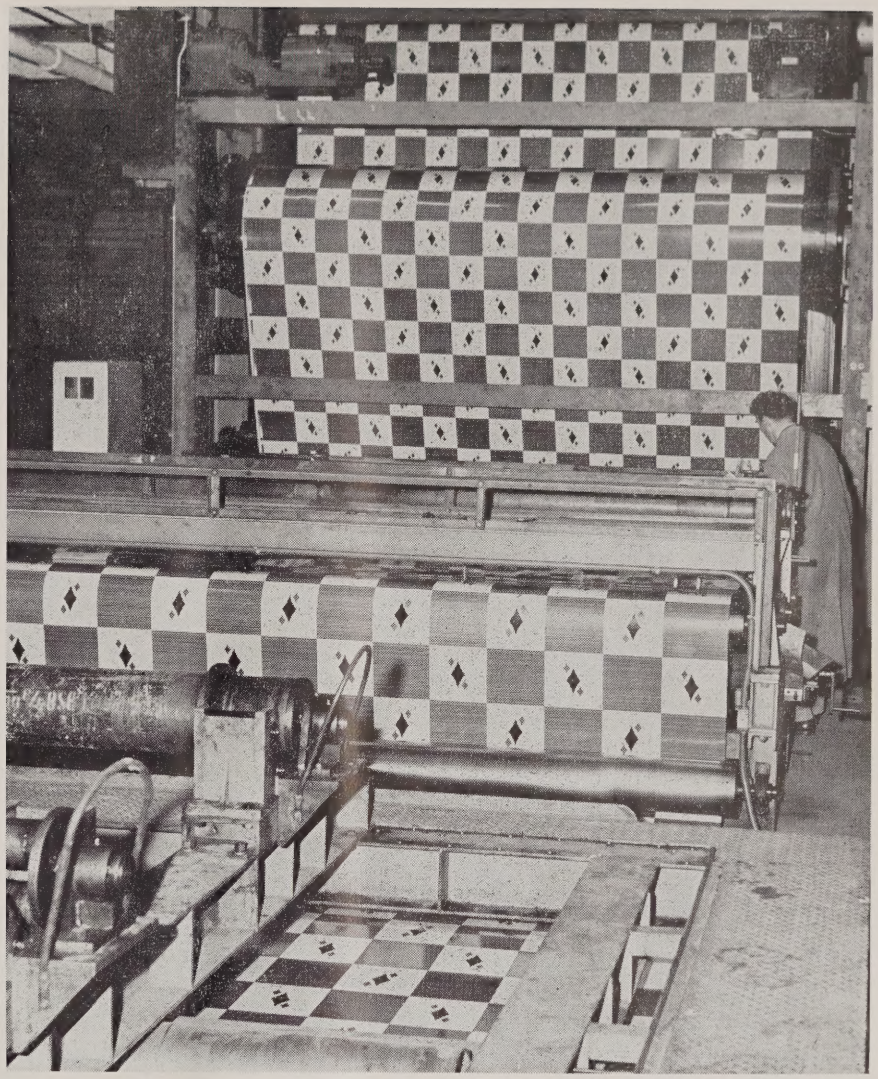


LIKE COLORFUL BANNERS, these yards and yards of Bird Para-Flex Inlaid come out of the curing ovens to be wound into rolls and carried by crane to another area for further processing. Near the sheet of red Golden Splendor series in the foreground is pullout man, Mark Walsh.

LARGEST SHIPMENT of Bird Para-Flex Inlaid. A full car, 60,000 pounds of material, left in mid-November for Bird distributor McKee Enterprises, Inc. of St. Paul, Minnesota. Standing near the sign are Sales Manager Bertyl V. Johnson and Vice President Philip C. Johnson.


TO
McKee Enterprises INC.
ST. PAUL, MINN.
The FIRST FULL RAIL CAR of
BIRD
PARA-FLEX INLAID
SEABOARD AIR LINE RAILROAD
SEABOARD
XM
NEW 8-59

TWELVE-FOOT WIDE Bird Quality Vinyl emerges from the tunnel dryer for inspection and winding before going to the finishing tables. The pattern is red Stria-Diamond. Checking the run is Elmer Aker of Quality Control.



Industrial Division Sales Increase

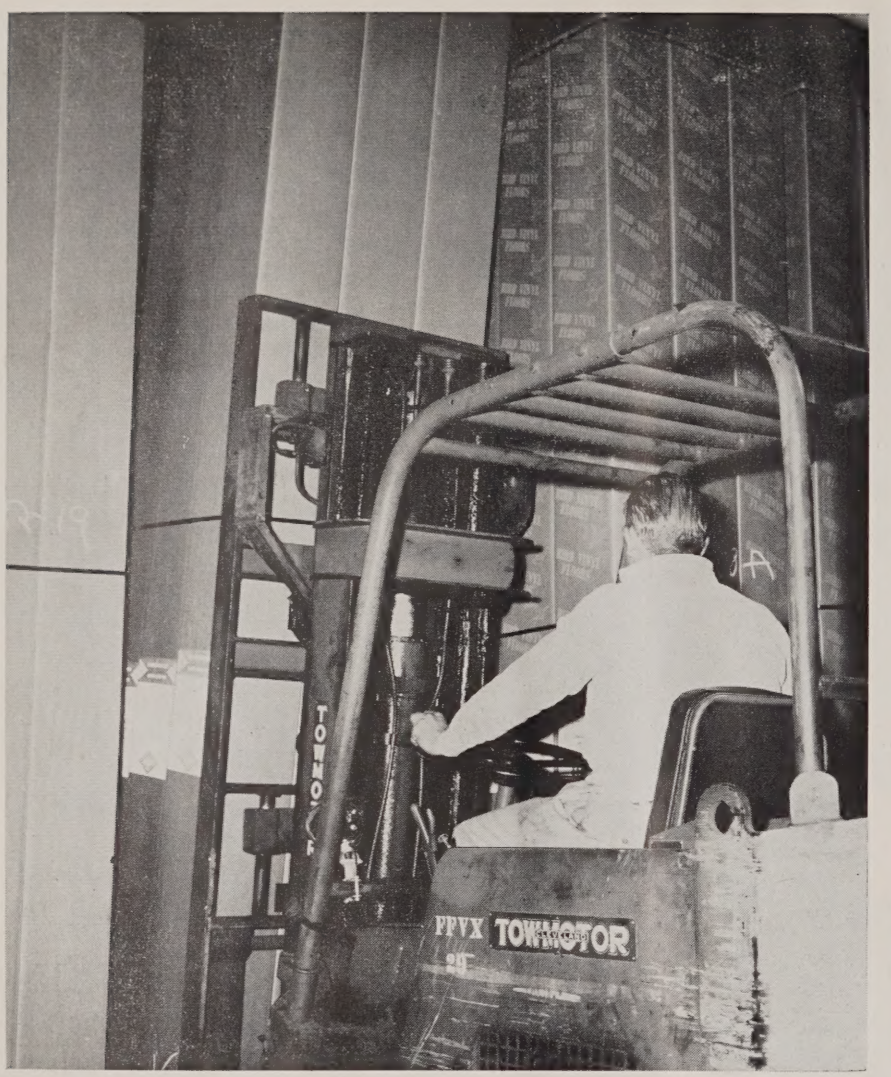
The Industrial Division's total sales volume is higher in 1960 than a year ago. A drop in the Tie Pad business was caused by the general retrenchment program of the railroads. However, this was more than offset by increases in sales of Linoleum Tile and V-3 Insul Sheath for mobile homes.

One reason for the success is the unique service Bird offers to the mobile home manufacturer. By simply requesting it, the manufacturer can receive expert advice in either floor design or total color coordination of the coach interiors. For instance, a Bird representative will work with him to lay out a separate color scheme for the kitchen area, or to design a pattern of tile in a given floor area. Since the floors are installed before even the walls, this calls for some careful planning. Should the manufacturer wish it, Bird will arrange a color clinic. Representatives from manufacturers of furniture, fabrics, appliances and plywood attend these meetings. Starting with the basic floor color wanted by the mobile home manufacturer, all other appointments are matched harmoniously on the spot.

Sales of V-3 Insul Sheath to insulate and protect the underbody of mobile homes are expected to increase still further in 1961. Those who conservatively adopted a wait and see attitude about this new product are now ready to buy. They, too, are convinced of its successful performance.

Research is still continuing on the development of a satisfactory wall board with a wood grain design and a Bird vinyl coating. This will be another Bird product for mobile home interiors when it is put on the market.

In all areas of Industrial Division sales, including the Tie Pad business, we look for increased business in 1961.



PACKAGES OF BIRD VINYL weighing nearly two tons, are taken out of storage by this powerful upender which can stand the loads vertically for storage or turn them horizontally for shipment. Joseph O'Brien is the operator.

Building Materials Division

(continued from page 4)

builders to cater to more of a mass market, building what one man calls "compact" houses. These he defines as houses without frills to sell at $14,000 or under. Others think we have reached a levelling off point, following the big rush for housing which came right after World War II. They argue that the consumer dollar now is often spent in other directions, and the building industry is feeling the effect.

Whatever the cause, Bird & Son is fortunate in having a substantial part of its sales made for maintenance and improvement of existing buildings. Hence our planning at the start of 1960 gave extra attention to re-roofing and re-siding business through a special program of promotional help which proved attractive to applicators. Special mailings were designed to produce leads for sales by Bird applicators. Thus we gained in sales, not only in the specialty shingles such as Colonial Thatch and Copper Clipt, but in Wind Seals, Architects and Master-Bilt shingles as well.

Our plants have been well maintained during the year. The Building Materials Division has participated extensively in the general economy program of the company. Substantial savings have been made through changes in the methods of purchasing asphalt and certain other raw materials. We constantly study our product lines to eliminate those which are not profitable, and through research, add new designs and colors which help increase sales.

Although predictions for the building industry in 1961 indicate keener than ever competition for about the same volume of business, we expect to achieve satisfactory operations next year. We say this because we have strong faith in the ability of our own organization and that of our distributors and dealers to sell Bird products. We have equal faith in the strength of the Bird line of quality products, led by Wind Seal Shingles and Bird Architect Shingles.

Complete Integration

Has proven a wise policy for Paperboard Products Division

THE advantages of operating a fully-integrated paperboard plant have been proven many times in the past year. Because Bird & Son produces the paperboard, combines and finishes it, all in the same product division, we are able to offer a special kind of customer service. When a customer or a potential customer comes to us with a problem, we can combine our research and production knowledge to find the answer. For instance, we have this year developed a super tube stock. The customer needed a tube stock with superior qualities of strength for a special use in the textile industry. Through research we produced what he required.

At one time customers were having trouble with cases of finished goods toppling over in their warehouses. We developed a non-skid surface for Bird cases, applied to the paper at the paper machine, which has corrected this difficulty. These are but two of many instances where Bird technology has resulted in more satisfied customers.

The technical skills of our subsidiary, Bird Machine Company, have contributed to a great improvement in the quality of papers produced on our No. 4 Paper Machine. In making corrugating medium (the inner layer of paper which becomes the arch or column in corrugated boxboard), it is particularly important to have clean paper. A new Bird Vibrotor

MADELINE TOMASELLO, Main Office, points to the complete line of Bird Paperboard Products on display here at the Main Office conference room. The display shows how Bird production is completely integrated.

COMPLETELY INTEGRATED...
Raw Materials to Finished Product

POLYSTYRENE PLASTIC POTS in use at Ralph's Greenhouses, South Weymouth, Mass. Bird & Son has recently installed the initial machine for making these pots, as well as plastic trays.

Screen made by Bird Machine and a new flat screen were installed last December. The quality of the paper immediately showed a tremendous improvement. The problem of reworking waste papers increases every year as more plastics, asphalts, resins and metallics are combined with paper. All of these foreign materials must be thoroughly removed from the waste papers which we use as a raw material. Installations like the Bird Vibrotor help tremendously in keeping abreast of competition. The new, cleaner corrugating medium, which we now produce, equals the quality of the higher-priced product that is made from wood pulp.

Floor Covering Base

Versatile No. 4 Machine is also used to make the new base for the Floor Covering Division's latest product — Bird Para-Flex Inlaid. A sturdy, more flexible sheet was needed, which our mill at Phillipsdale was not equipped to produce. The problem was given to our paper research chemists, and the new base was developed and put into production on No. 4 Machine.

A second Nilsaton press has been installed at the No. 2 Box Shop. Shoe Cartons have increasingly become a means of advertising for the shoe manufacturer. Printing is done from rubber rolls by a flexographic process which for our needs best combines the advantages of letterpress and rotogravure. The flexibility of this machine provides an economical means of printing both large and small runs in any design or color combination, at the same time maintaining excellent uniformity of appearance. Both of these elements are most important to the retail shoe store owner who today demands uniformity of appearance in the cartons on his shelves.

At No. 1 Box Shop, where we continue to turn out large tonnages of both corrugated and solid fibre shipping cases, we are especially pleased with the performance of the Bobst Die Cutting Machine. This was installed a year ago. We are continually finding new uses for it. Both our customers and we are pleased by the neat appearance of the stock which it cuts, and by its economical operation. Every year we have been selling increased tonnage of beverage boxes. These rugged and durable solid fibre boxes are lightweight with hand holes on both ends for easy carrying. In addition to offering superior printing surfaces to advertise customers' products and trade-marks, they also eliminate problems of splinters and re-nailing which were common to the old wooden boxes previously used.

It is not unusual for these Bird boxes to make seven round trips from beverage manufacturer to customer before being replaced. Beer and soft drink manufacturers use them in quantity. We could not make this large volume product without the Bobst Die Cutting Machine, as only this machine can successfully die cut the heavy duty solid fibre board out of which these boxes are made.

Plastic Flower Pots

In December a fully automatic injection-molding machine for plastic products was installed at the Finishing Mill in East Walpole. Here Bird & Son will produce the company's first all-plastic product in the Horticultural Division — plastic flower pots in four sizes from 3½ inches in diameter to 6 inches.

This product is a break-through for the Paperboard Products Division into the wide field of molded plastic products. Bird has been in the paper flower pot field for years, with well-established sales and distribution channels for a full line of products for greenhouses and market gardeners. By adding colorful, high-strength, polystyrene plastic pots we strengthen our line and open the door to the future — a future in which we are certain that plastics will become increasingly important.

Many Possibilities

As Bird & Son takes the step forward into the field of molded plastic items, we foresee a wide new field with many new product possibilities. Research thinking will be directed not only to products made entirely of plastic, but to combinations of paperboard and plastics as well.

The present organization of the Paperboard Products Division achieves full integration of manufacturing and sales. Sales or production techniques which are found effective in one section or plant are quickly put to use also in other operations of the division. Requests or problems of customers are quickly translated into action to produce solutions which help the customers and at the same time increase the profitable operation of the Division.

Production and sales volume have been generally satisfactory throughout the Paperboard Products Division in 1960. Through research and continuing improvements in our machinery we expect to meet competition successfully in 1961.

The BIRD REVIEW

Vol. 48 No. 12 December 1960

Member of Mass. Industrial Editors Association and International Council of Industrial Editors, Inc.

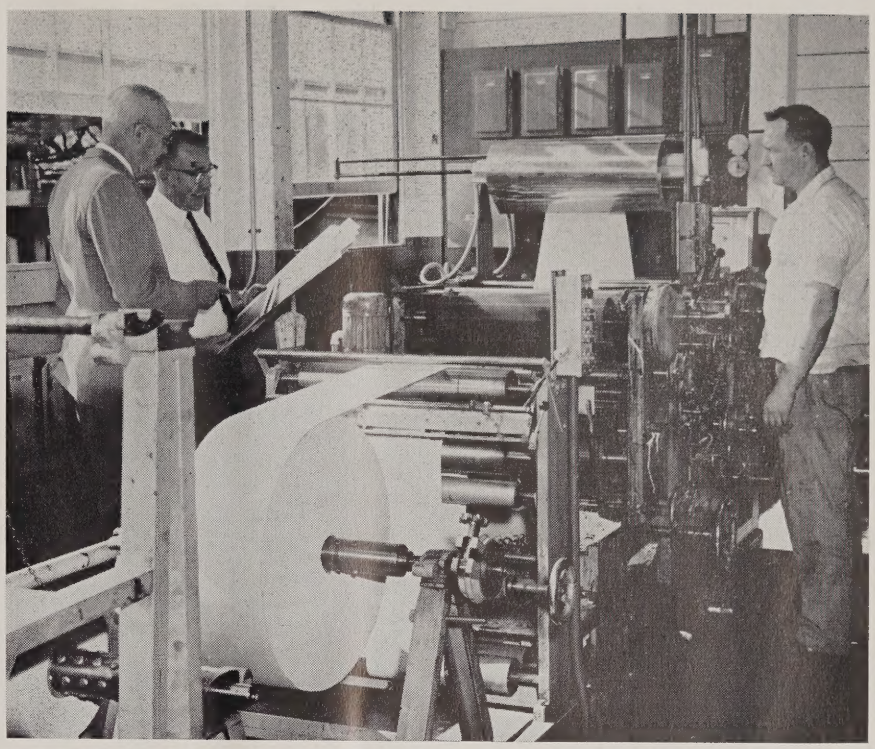
Published for the employees of Bird & Son, inc. and their families.

Editorial Office at East Walpole, Mass.
Edgar M. Grout, Editor

John J. Murphy, Adviser

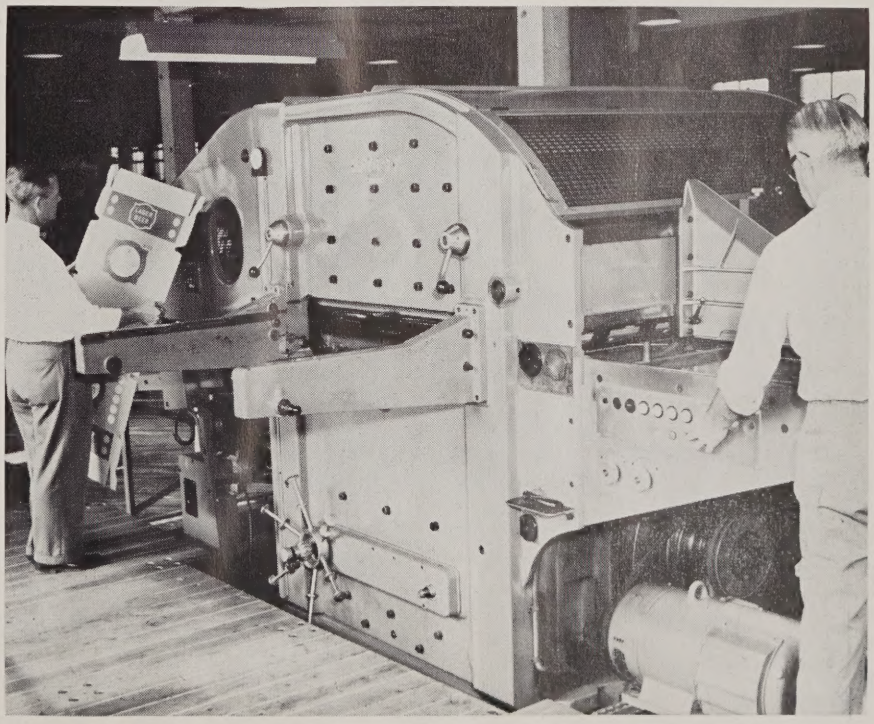
THE COVER

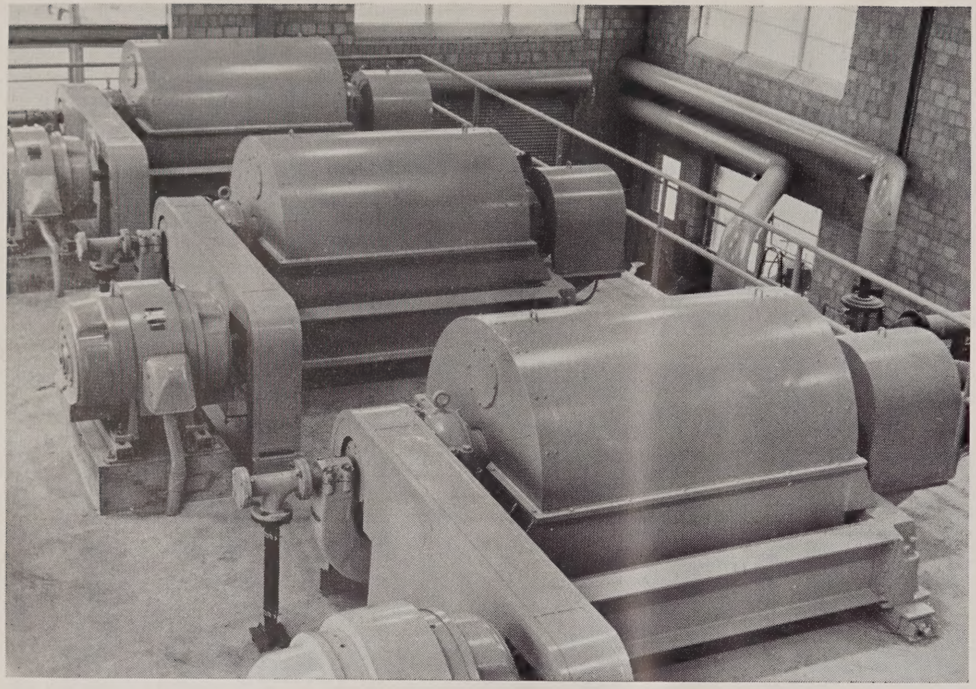
Winter's first snow transforms every needle and twig of the trees along a driveway in Francis William Park at East Walpole, Mass.



VERSATILE NILSATON PRESS at No. 2 Box Shop, one of two which print shoe carton liner by a flexographic printing process to achieve the wide variety of colors and designs wanted by customers today. The operator is John Morrissey. Chief Chemist Hermon Barker and Superintendent Robert Patterson are checking finished lids.

RETURNABLE BEVERAGE BOXES are accurately and rapidly creased and cut on the Bobst Die Cutting Machine at No. 1 Box Shop. Joseph Tamulevicz is the operator. Foreman Earl Boyden inspects a Narragansett order.





BIRD CONTINUOUS CENTRIFUGALS in this installation are recovering water softening lime at the Dayton, Ohio water works. Machines like these have proven very efficient not only at water works but in sewage treatment and industrial wastes handling plants.

Research and development pays off at

BIRD MACHINE COMPANY

THE year 1960 may be marked down as one in which long years of painstaking and expensive development work have borne fruit in the form of orders, orders and more orders. It is, of course, only fair to say that the welcome accorded the newer items in Bird Machine's extensive line of both pulp and paper and chemical processing machinery and equipment has been due in large measure to customer satisfaction with and confidence in the Bird machinery they have purchased over the years.

The outstanding success of the Bird Centriscreen offers a conspicuous example of the value of both of these factors. Already established as the accepted source of screening equipment, Bird Machine had only to introduce this new pressure screen to have it quickly recognized by the industry. Not only does it meet modern demands, but it is capable of applications beyond the limitations of the screening equipment with which users had become so familiar. During the year a third and smaller size of Centriscreen, the Model 6, was put on the market and appears destined for equal popularity on applications calling for moderate screening capacity, such as on individual cylinder molds.

Other significant pulp and paper machinery developments that are now being capitalized on in a very substantial way are:

Bird Cycleans, now going in by the hundreds because both pulp and paper makers have found them so effective and economical for removing specks and shives; and

Bird Vibrotor Screens, which have proved signally successful in the handling of secondary fibers.

This latter development, which is achieving extraordinary prominence as a major source of industry tonnage, is an excellent example of Bird Machine's preeminence in the field of dirt removal equipment. De-inked fibers may first be put through Bird Centrifflers, then through Bird-Jonsson Screens followed by Bird Vibrotor Screens, Cycleans and finally Centriscreens. Such a system assures paper of uniformly high quality and brightness and guards expensive paper machines against damage and needless stoppages.

The company's research and development activities in the area of solid-liquid separations throughout the chemical process industries have become similarly fruitful. Notable among these developments are:

The widespread application of the big Bird-Prayon Pan Type Vacuum Filters in the vast fertilizer industry;

The quick acceptance and use of the Bird-Humboldt Oscillating Centrifuge for dewatering of coal after washing; and

The successful introduction of the 6-inch Continuous Centrifugal. This looms large in utility, though small in size. It is useful both in regular production applications and in research and development laboratories.

Improvements in the shop (for example, another huge vertical boring mill), are keeping pace with the growing demand for and variety of Bird machinery.

Auguring well for the New Year and beyond is the fact that no matter what the situation our prospective customers face — continued expansion of their plants and facilities or maintenance of existing production facilities at a high level of efficiency and economy through modernization and replacement — the research and development that has resulted in newer and better ways of doing things should continue to pay off. Thus your friends and neighbors at South Walpole look ahead with optimism and confidence. We wish you a happy and successful New Year, too!

Berry Refining Company Uses New Pumping and Harbor Facilities to Achieve

SUCCESSFUL COMPETITION

IN spite of adverse conditions in the oil refining industry, Berry Refining Company has substantially increased its sales volume in the year 1960. We anticipate that this trend will continue in 1961 with the help of Berry's newly acquired marine terminal at Indiana Harbor.

The marine terminal has increased Berry's storage capacity by 115,000 barrels and permits water shipment of crude oil as well as No. 4 and No. 5 industrial fuels by barge and tanker. At the marine terminal, fuel oil barges are loaded at rates in excess of 2,000 barrels per hour, while crude oil tankers are loaded at rates of 4,000 to 5,000 barrels per hour.

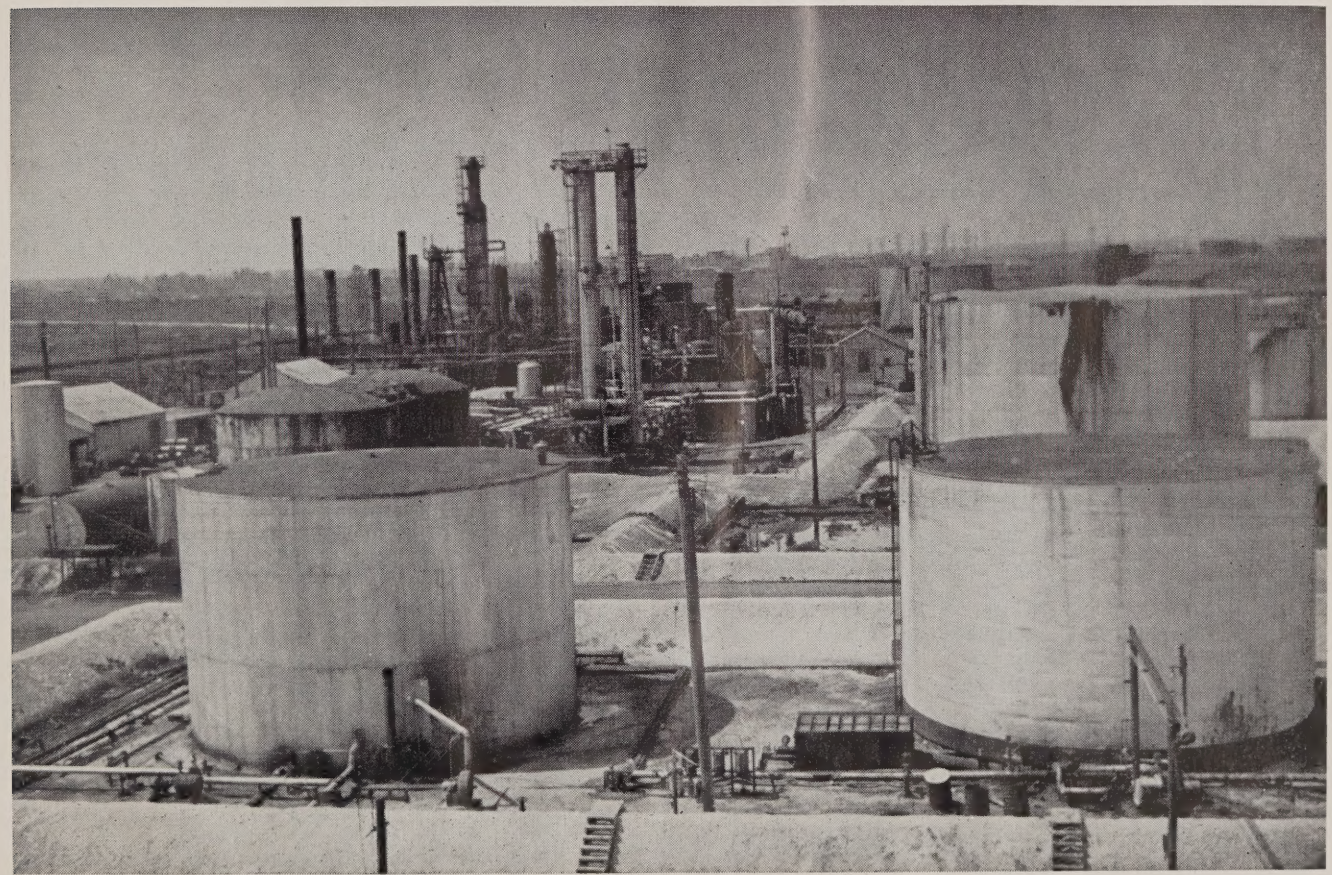
The industrial fuels shipped from the marine terminal are manufactured in Gary and are transferred to the marine terminal by a new pipeline pump installation capable of producing 1,000 pounds per square inch pressure, which results in pumping rates in excess of 1,000 barrels per hour.

At the refinery in Gary two new 10,000 barrel gasoline tanks were erected and placed in service. These tanks not only provide additional storage for customer service but also provide for minimum vaporization loss due to the special roof construction. The new high capacity pumps installed with these tanks permit minimum loading time for our customers.

In keeping with our policy of continually improving service, two new asphalt tanks, also equipped with maximum loading speed pumps, were placed in service this summer, permitting the rapid loading of two new grades of penetration asphalts.

Because of attention to customer needs and continuing improvement of facilities, the Berry Refining Company looks forward to 1961 for a year of increased sales volume which will give a solid footing to the Gary operation still working in the quicksand of narrow refinery margins.

STORAGE TANKS in the foreground frame a view of the heart of the Berry Refining Company facilities at Gary, Indiana. The platforming unit in the middle distance produces gasolines from 89-octane to over a 100-octane.



BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Branch Offices: Chicago, Shreveport, La., Charleston, S. C.

Paperboard Products Division: East Walpole, Mass., New Britain, Conn., Lewiston, Maine, Manchester, N. H., Lawrence, Mass.

Felt Division: Phillipsdale, R. I., Shreveport, La.

Building Materials Division: Norwood, Mass., Chicago, Ill., Shreveport, La., Charleston, S. C., Glenwood, Arkansas

Floor Covering Division: Norwood, Mass.

OFFICERS

Chairman of the Board — Charles S. Bird
President — Ralph A. Wilkins
Vice President — Ralph H. Hall
Vice President — Philip C. Johnson
Vice President — A. Rogers Weed, Jr.
Secretary and Treasurer — Warren H. Anderson

DIRECTORS

Philip R. Allen
Axel H. Anderson
Warren H. Anderson
Perkins Bass
Frederick K. Becker
Charles S. Bird
David Bird
E. Barton Chapin
Richard P. Chapman
Ralph H. Hall
Weston Howland
Jerome C. Hunsaker, Jr.
Philip C. Johnson
Calvin A. King
James S. Van Pelt
A. Rogers Weed, Jr.
Ralph A. Wilkins

EXECUTIVE

President, Ralph A. Wilkins
  Treasurer and Secretary, Warren H. Anderson
    Asst. Secretary, Asst. Treasurer and Comptroller, John C. Rambeau
      Auditor Frank H. Vietze
      General Cost Accountant, Lawrence M. Lindblom
    Asst. Treasurer (Retirement Plan & Group Insurance), Ernest H. Coleman
    Assistant Treasurer and Credit Manager, Wylie G. MacIvor
    General Office Manager, Joseph Erker, Jr.
  Assistant to the President, Albert P. Yundt

Director of Personnel and Industrial Relations, John J. Murphy
  Assistant Director of Personnel and Industrial Relations, Page S. Bunker
  Personnel Services Manager, Albert W. Smith
  Employment Manager, Edgar M. Grout
Director of Research, Frank P. Reynolds
  Chief Chemist Research Division, James W. Kemmler
Purchasing Agent, John T. Andrews
  Assistant Purchasing Agent, Herbert L. Church
  General Traffic Manager, John A. Shelley
Chief Engineer, Oscar M. Lambine

SALES AND PRODUCTION DIVISIONS

PAPERBOARD PRODUCTS DIVISION

Vice President, R. H. Hall
  Assistant to Vice President, H. S. Whitney
  General Sales Manager, Paperboard Products Division, H. R. Bonnyman
    Sales Manager, Fibre Box Division, Benjamin Beale
      Sales Service Manager, W. C. Rockwood
    Sales Manager, Carton Division, E. C. Davis
      Sales Service Manager, D. D. Hodgson
      Manager, Lewiston Plant, G. F. Houghton
    Sales Manager, Horticultural and Special Products Division, W. D. Marland
      Assistant Sales Manager, W. W. Cusumano
  General Superintendent, Paperboard, Fibre Box and Carton Divisions, J. J. Burke
    Superintendent, Paperboard Division, L. J. Tarbell
    Superintendent, Fibre Box Division, A. D. Colburn
    Superintendent, Carton Division, R. B. Patterson
      Manager, Manchester Plant, G. R. Hoyt
    Chief Chemist, H. T. Barker
    Chief Engineer, G. M. Blair
    Plant Engineer, R. C. Holman

NEW BRITAIN DIVISION

Manager, A. J. Bushell
  Superintendent, C. H. Porter

GEORGE W. DINSMOOR COMPANY

General Manager, R. A. Watters
  Production Manager, John Robinson
  Office Manager, F. A. Winters

FELT DIVISION

Manager, P. I. Knight

PHILLIPSDALE MILL

Superintendent, P. I. Knight
  Office Manager, R. W. Pearson
  Chief Chemist, A. H. Chamberlain
  Chief Engineer, E. E. Peterson
  Master Mechanic, E. A. Rockwood

SHREVEPORT MILL

Manager, R. F. Jenkins
  Superintendent, B. P. Soward
  Office Manager, O. N. Sherburne
  Chief Chemist, R. N. Potter
  Plant Engineer, R. D. Adams

FLOOR COVERING DIVISION

Vice President, P. C. Johnson
  Assistant to Vice President, R. V. Garner
  General Sales Manager, B. V. Johnson
    Field Manager, M. E. Cummings
    Field Manager, Paul DeChellis
    Field Manager, W. T. Evans, Jr.
    Sales Service Manager, J. V. O'Sullivan
    Sales Manager Mail Order Accounts, R. T. Murphy
    Industrial Division Manager, T. G. Sullivan
      Manager Railroad Products, A. A. Cross
  Superintendent, J. K. Lockridge
    Technical Superintendent, H. R. Stevens
      Chief Chemist, E. H. Fuller
    Process and Plant Engineer, E. G. Paciorkowski
  Advertising and Sales Promotion Manager, Floor Covering, W. A. Priest

BUILDING MATERIALS DIVISION

Vice President, A. Rogers Weed, Jr.
Merchandising Service Manager, William E. Smith, Jr.
Commodity Manager, Built-up Roofing, E. L. Lincoln
Commodity Manager, Termite Protection Products, A. W. Kay
Advertising and Sales Promotion Manager, Building Materials, L C. Niese

EAST WALPOLE

Eastern Division Manager, J. D. Johnston
Sales Manager, New England District, R. A. Beattie
Sales Manager, New York District, J. H. Murphy
Sales Manager, Middle Atlantic District, T. E. Miller, Jr.
Sales Service Manager, R. A. Cashen
Superintendent, W. R. Wright, Jr.
Chief Chemist, S. H. Sallie
Plant Engineer, N. C. Bartlett

CHARLESTON

Southeastern Division Manager, H. F. Davis
Sales Manager, South Atlantic District, B. L. Sears
Sales Manager, Dixie District, A. K. Powers
Sales Service Manager, J. H. Burn
Office and Credit Manager, Robert Zobel
Purchasing Agent, Floyd Billings
Superintendent, Ernest Zinkowski
Chief Chemist, W. K. Price
Plant Engineer, T. S. Epting

CHICAGO

Western Division Manager, R. H. Emerson
Sales Manager, Midwest District, A. M. Dobbins
Sales Manager, Central District, T. E. Downey
Sales Service Manager, B. G. Macfarlane
Office and Credit Manager, R. W. MacLeod
Purchasing Agent, H. W. Altman
Traffic Manager, A. H. Cook
Superintendent, D. E. Frazier
Chief Chemist, A. T. Murgatroyd
Plant Engineer, W. T. Wiggins

SHREVEPORT

Southwestern Division Manager, R. F. Jenkins
Sales Manager, Gulf District, T. D. Blanchard
Sales Manager, Midsouth District, F. H. May
Sales Service Manager, J. E. Evans, Jr.
Office and Credit Manager, O. N. Sherburne
Traffic Manager, K. A. Loe
Purchasing Agent, W. D. Blue
Superintendent, B. P. Soward
Chief Chemist, R. N. Potter
Plant Engineer, R. D. Adams

SUBSIDIARIES

Berry Refining Company, Chicago, Illinois and Gary, Indiana
Bird Machine Company, South Walpole, Mass.
Bird Engineering, Inc., South Walpole, Mass.
Bird-Johnson Company, South Walpole, Mass.
George W. Dinsmoor Company, Lawrence, Mass.
W. J. Hill, Inc., East Walpole, Mass.

BIRD QUALITY PRODUCTS

BUILDING PRODUCTS DIVISION

Bird King-Tab Architect Shingles

Bird Wind Seal Shingles
Bird Shingles and Sidings
Bird Insulating Sidings
Bird Roll Roofings
Bird Roof Insulation
Bird Ranch Roof
Bird Building Papers
Bird Termibar
Bird Reflective Insulation
Bird Coatings and Cements
Shingle and Siding Backer
Bird-Alcoa Aluminum Siding

FLOOR COVERING DIVISION

Bird Para-Flex Inlaid
Bird Vinyl Rugs and Yard Goods

Bird Linoleum
Bird Rubberlike Floor Runner
Bird Vinyl Counter Cover
Bird Linoleum Tile
Bird Rug Border
Bird Vinyl Wall Covering

INDUSTRIAL DIVISION

Bird Tie Pads
Bird Pile Caps
Bird Vacuum Plates
Bird Tie Coating
Bird V-3 Insul Sheath
Bird Tie Caulk
Bird Film Applicators
Bird Linoleum Tile

Bird Rubberlike Floor Runner

PAPERBOARD PRODUCTS DIVISION

Fibre Box Division

Solid Fibre Shipping Cases
Corrugated Fibre Shipping Cases
Cleated Fibre Shipping Cases
Fibre Lacquer
Reel Wraps

Weatherproof Solid Fibre Shipping Cases
Weatherproof Corrugated Fibre Shipping Cases

Horticultural Division

Vita-Band Plant Bands
Perennial Pots
Neponset Red Flower Pots
Tom Thumb Flats
Vita-Pots
Plastic Pots and Trays

Carton Division

Bird Reinforced Shoe Cartons, Plain and Printed

Special Products Division

Filter Paper for Industrial Filtration

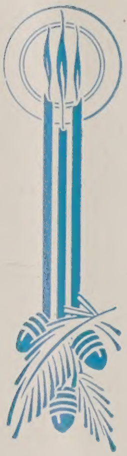
Base Wad
Jute Liners
Chipboards
Index Pressboard
Lined Board
Corrugating Medium

Dry and Saturating Papers for Special Uses

Tack Boxes
Special Boxes
Platform Board
Utility Boxes
Innersole Board
Wedgie Board

GEORGE W. DINSMOOR COMPANY

Paper Mill Cores
Pasted Chipboards
Cloth Boards
Tubes for Textile and Plastic Industries



269-16